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THE BAYLINE

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

September/October 2001
Volume 72 Number 1

President's message from Maggie O'Brien

Welcome to the 2001/2002 SF Bay Region SLA Chapter New Year! As every president who has gone before me has said, this is an amazing chapter. We have so much talent, energy and commitment that it boggles the mind.

First, I want to welcome the newest Board member, **Jaye Lapachet**, our Assistant Director/Program. Jaye is working with fellow Board member, **Chris Orr**, Director/Program, planning an exciting schedule of programs. Rounding out the Board are President-Elect and Acting Treasurer, **Tamara Horacek**; Secretary, **Jo Falcon**, and Past-President, **Marlene Vogelsang**. I am so impressed and awed by their dedication to this Chapter.

A fond farewell to **Jeanne Fong**, who leaves the Board after many years of fine service. Jeanne has been a wonderful support and I am grateful to have worked with her the past few years. Although Jeanne has made a career change, we still expect to see her at meetings. (For more on Jeanne's change see the Kaleidoscope.)

I am pleased to welcome our new Advisory Council chairs who include **Nancy Phelps**, Advertising; **Stephen Cooney**, Bayline; **Jenny Kanji**, Fundraising; **Mary Keba**, Hospitality; **Saundra Lormand**, Mailing; **Gina Castro**, Professional Development; **Terry Richards**, Tours, and **Karin Zilla**, who leaves the Board, but joins the Council in Government Relations and Special Projects. Continuing on the Council are **Wess-John Murdough**, Academic Relations and Nominating; **Mary Ann Mahoney**, Archives, **Alice Sullivan**, Consultation; **Bruce Thomas**, Directory; **Debbie Hunt**, Discussion List; **Debbie Jan**, Finance; **Nancy Adams**, Networking; **Rita Evans**, Strategic Planning, and **Nick Robinson**, Web. Thanks to you all for your ongoing

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inside...

- Tips to keep your Web pages fresh, page 7.
- Find out what you've missed at **meetings** on page 15.
- Meet our **new members** on page 13.
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From the editor's desktop...

Welcome to this, the latest edition of the Bayline, marking a few changes- not only among most of our Chapter officers, but also among those who toil to bring you the latest Chapter dirt & dish: new advertising chair **Nancy Phelps**, new mailing chair **Saundra Lormand**, as well as me, your humble and inexperienced editor. Be gentle with us.

I admit to having some small reservations at assuming the mantle of Bayline editor that **Eris Weaver** has worn so superbly these last two years and ten issues. These concerned not so much a failing of inclination so much as ability: the spirit was willing, but the mind, I feared, was weak. I have only been an SLA member for two years or so (off and on- don't ask), and was still mostly unfamiliar with everyone and everything. But both Eris and our ever-supportive new chapter president **Maggie O'Brien** soothingly explained to me that this year the only requirement for editor were a place on the Modified Librarians website, and that my deer-in-the-headlights look revealed the workings of a supple and active mind. I think those were the words they used- there was a bit of snickering and muttered asides.

My job has been a piece of cake thanks to this issue's contributors, who have submitted terrific work with no nagging required. We will all certainly miss **Kate Manuel**'s excellent NetTalk column, the last of which starts on page 7. Thanks to **Jeanne Fong**, taking a bit of a rest after assuming every position of responsibility in the Chapter, for her article on **Linda Vida**'s latest award (congratulations!) and **Karin Zilla** for her memorial for **Dr. Terry Crowley**. I am hugely grateful to wily veterans such as **Gerald Clark**, without whose proofreading skills this edition would be illegible, as well as the above-mentioned Eris, Maggie, and **Tamara Horacek**, who responded with patience and helpful advice to my whining and sniveling. I'm looking forward to an interesting and educational two years.

Copy Deadlines for 2001/2002

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March/April	February 1

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Jobline Information

The San Andreas chapter will be assuming responsibilitiy for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm. Until then, Contact Stephen Cooney at (415) 701-0781; *scooney@sfchronicle.com*

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contributions to the Chapter.

Our members are also active at the Association level with **Richard Geiger** beginning his second of a three-year stint as Association Treasurer. Congratulations to **Cindy Hill,** who was named a Fellow of the SLA in San Antonio. **Linda Vida**, last year's Fundraising Chair, takes over as Division Chair of Environment & Resource Management. And, of course, **Bill Fisher** is SLA President-Elect.

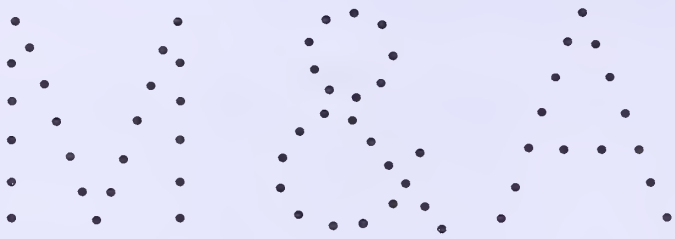
If you need further proof of the kind of talent we have, just flip through the 2001 San Antonio Conference program and notice how active and well-represented our Chapter is. Active in planning and moderating programs were **Tony Landolt** heading the Baseball Caucus; **Lynn Dix**, in charge of the International Information Exchange; **Howard Fuller**'s leadership with the Gay & Lesbian Issues Caucus; **Katherine Bertolucci**'s efforts on behalf of the Library Management Division, and **Ailya Rose**'s direction of the Solo Librarians Division. Other Chapter members involved with Conference programs included **Jenny Kanji**, **Richard Geiger**, **Anne Marie Malley**, **Liz Perry**, **Cindy Hill** and **Wynne Dobyns**. Kudos to all of you!

This year (as always!) California is the place to be as our state hosts some major SLA events. In October, the SLA Technology Forum with John Seely Brown, Hal Varian and Kevin Kelly, takes place in Monterey. The 2002 Annual Conference runs from June 10-15 in Los Angeles.

I think it is auspicious that the theme of this year's Annual Conference is "Putting our Knowledge to Work." With your help, I hope to explore ways to take the skills and knowledge-know-how we use on our jobs and apply it to our chapter. All of us, in some way, are involved in knowledge work. What about creating a knowledgebase for our chapter, profiling our members so that we can more effectively access the immense talent and wisdom of each other. Does this sound exciting to you? Do you have ideas about how to pursue this? Any interest in helping with a pilot project? What other ideas do you have? I would love to hear from you!

A little knowledge that acts is worth infinitely more than much knowledge that is idle.

— Kahlil Gibran



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NetTalk

New Brooms for Old Pages: Tips and Resources for Keeping Web Sites Fresh

by Kate Manuel

It is a bit late for Spring cleaning, but the topic of this (my farewell) Bayline column is nevertheless "cleaning" up your Web pages and tools to help you do so. The Web you use now is not the same Web that existed one hour ago: pages move, change addresses (URLs), and are deleted. The Web's mutable nature gives rise to the problem of broken links. Link rot is rampant (estimates are that at least 5-10% of all links on the Web are broken and that nearly a third of all Web pages contain dead links) and undermines your credibility with users.

The technologies with which Web pages are produced and accessed also change rapidly. Common text editors for producing Web pages use non-standard or proprietary HTML tags, causing problems for those viewing pages with certain browsers. Java, PDF, and other newly prevalent Web authoring tools pose accessibility problems, as do such design mechanisms as tables and frames. Users with older or the very latest modems or browsers encounter particular problems in accessing Web pages because most pages are not designed with their modems or browsers in mind.

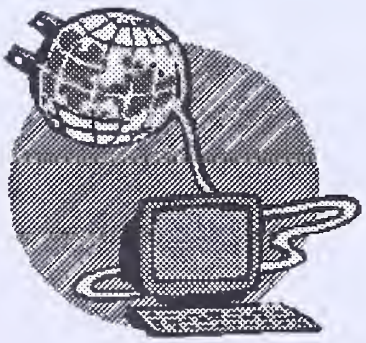
There is also a sizable – and growing – number of persons with disabilities who can either be empowered by Internet technologies – or fundamentally excluded by them. When thinking of Web users with disabilities, many envision primarily the blind and those with visual impairments who must access Web pages with screen readers. Such thinking compromises achieving real accessibility, though, because it ignores the far larger numbers of people with mobility or cognitive impairments. Some 54 million Americans, over 20% percent of the population, are currently identified as having disabilities, but 100% of Americans could experience disabilities. The risk of visual, hearing, and mobility disabilities increases with age, and our highly technological society is creating mobility disabilities among ever younger populations, as even teens and young adults acquire carpal tunnel syndrome and repetitive stress injuries in consequence of hours spent at computer and video terminals.

If your pages are like mine – and those of most Web authors – they may need some "cleaning" up to address the problem of link rot and to make them accessible to the widest possible audience. What follows are some hints on things you can do and resources from which you can get help in cleaning up your Web pages.

Fighting link rot

Link rot is endemic to the Web; it is widespread; and it is a problem. Large numbers of broken links make your pages look bad to users. How can you hope to position yourself as a source of quality, reputable information if you do not trouble to have working links? Broken links on a page negatively impact the credibility of the page's creator. It is like finding a bunch of bad citations in a bibliography – you wonder what else in that author's information you should disbelieve! Broken links are especially irksome for those with slow modems. When it takes f-o-r-e-v-e-r to pull up a page, who wants to see a 404 error report after the wait?

Link checkers help you fight link rot. Many Web editing packages have built in link checkers. Microsoft's FrontPage, for example, allows you to run a link checker on all pages of your site by going to the View menu, selecting Reports, and then choosing Broken Hyperlinks. What you get is a listing of the URLs to which your pages link that were not working when FrontPage ran



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the report. The list is not user friendly, though, as it cannot easily be printed or reformatted (something a site administrator might wish to do to direct particular pages within the site to their creators' attention). Those who are officially Web Masters, charged with management of large sites, probably want to invest in serious management tools, including commercial link checkers like Astra SiteManager, Coast WebMaster, or WebAnalyzer, or to install freeware link checkers like MomSpider (http://www.ics.uci.edu/pub/websoft/MOMspider/) on their servers.

Those responsible for pages within a site, but not the entire site, may find these free Web resources helpful in combating link rot:

Dr. HTML

(http://www2.imagiware.com/RxHTML/): Select the Single Page Analysis option. Reports can be "expert" (errors only; minimal content); "standard" (errors only; complete content), the default option; or "verbose" (errors with additional comment). You can check each or all of the following: document structure, image syntax, tables, browser support, hyperlinks, form structure, frames expansion, font support, spelling, metatags, and more.

Dr. Watson

(http://watson.addy.com/): Each or all of the following can be checked: regular links, image links, spelling, search engine compatibility, and site link popularity (number of pages in AltaVista that link to your page). You select which browser extensions are allowed and the standards of HTML enforcement (lax, normal, or strict) that will be applied.

Net.Mechanic

(http://www.netmechanic.com): Net.Mechanic wants you to buy its services, but does offer free trials, as well as an HTML Toolbox Free Sample, where you can enter the URL of a page and have the results of a monthly check of that page emailed to you. You can use the free trial to find broken links, check load time, and check spelling on up to five pages.

Web Site Garage

(http: websitegarage.netscape.com): Another variant of the above tools.

Link checkers can only verify that your link still connects to a viable URL, though. Human viewing is necessary for determining whether the linked page still has the good, desirable content that first made you connect to it.

Designing for Maximum Accessibility

Designing accessible Web pages should be much more than following lists of tips; it should be a commitment, a philosophy, that pervades your creation of resources. If you are just beginning to think about accessible pages, though, the following tips may be helpful:

- Become familiar with accessibility guidelines, like the World Wide Web Consortium's Web Accessibility Initiative (http://www.w3.org/WAI/), and apply appropriate checklists (e.g., IBM Java Accessibility Checklist (http://www-3.ibm.com/able/accessjava.html) in evaluating pages.

- Test your pages for accessibility using the Center for Applied Special Technology's Bobby program (http://www.cast.org/bobby/). Enter the URL of the page to be tested and get a listing of priority 1, 2 and 3 accessibility errors. Priority 1 errors must be corrected for the page to be minimally accessible.

- Watch out for those images! Well over 90% of the time, priority 1 accessibility errors arise from using images without ALT tags or long descriptions.

- When writing ALT tags or long descriptions, make the text correspond to the image in every way. Do not simply tell what the image represents if the image also serves to convey mood or navigation. That is, "Up arrow, taking users to the Library's home page" is better than "Up arrow."

- Make the text of your hyperlinks descriptive enough that people know what they will be getting if they follow them. "Click here" is never a good

only by viewers using one particular browser – but most people also do not check their pages in several browsers. AnyBrowser's Site Viewer (http://www.anybrowser.com/siteviewer.html) or deGrade (http://www.cgu.edu/degrade/) allows you find out easily how users with different browsers experience your pages.

- Find out what your page will "be" like for those experiencing it as text-only. As a first step, try your pages in Lynx-Me (http://ugweb.cs.ualberta.ca/~gerald/lynx-me.cgi) or Lynx Viewer (http://www.delorie.com/web/lynxview.html). Lynx is a text-only browser. If you can, get someone to demonstrate screen readers (like JAWS) on your pages for you. The results will be enlightening!

- Remove non-standard or vendor-specific HTML conventions and extensions from your pages. Check out the HTML Validation Service (http://validator.w3.org/), the Demoronizer (http://language.perl.com/misc/div-www.html) or the Office 2000 HTML Filter (http://office.microsoft.com/downloads/2000/Msohtmf2.aspx). Indeed, testing simply to see that your HTML coding is "good" is advisable. HTML Tidy (http://www.w3.org/People/Raggett/tidy/) also helps.

- Provide equivalents. If you have audio or video components, give this information in text format also. If you have a frames page, provide a no frames alternative. If you use Java scripts, include a "no Java scripts option." Have alternatives to online forms: give a version of the form that does not have to be filled out and submitted online. (Be sure to tell where and how this information can be submitted.)

- Do not create PDF pages without also providing HTML versions.

- Avoid automatic redirections on your pages. Screen readers cannot "read" moving text. If your page relocates, by all means, give those accessing the old page's URL the new page's address, but do not configure the old page to take users directly to the new one within a matter of seconds. Good practice allows your users maximum control.

- Using tables "just" for page design should be avoided. Many screen readers go straight across a page, ignoring columns. If you must have tables, use the <br> tag after information in each cell. Cascading Style Sheets (CSS) can probably achieve your design objectives without creating the obstacles tables can pose. For more on CSS, see CSS in 7 Easy Steps (http://www.javascript-page.com/css/). CSS also allows users to turn off elements they cannot process effectively.

- Turn your mouse over! Do not use it! Try using the tab key to move through your pages. You may be surprised at what happens.

- Do not force specific fonts and font sizes on your users by having your design override browser preferences.

- Create a well organized site with clear directions. Otherwise, users with learning disabilities may have trouble with your site. Provide context and orientation information: those with visual or cognitive disabilities can have trouble inferring complex relationships from pages.

- Pilot your page on potential audiences. Automated validation methods cannot identify all problems existing within pages.

Assistive technologies cannot solve all accessibility problems. Good, accessible design on your part, though, can keep may problems from originating.

Other

To learn more about Web authoring in general, you may also want to check out:

- TechTutorials (http://www.techtutorials.com/Webmaster/),

Usable Web: 1269 Links about Web Usability (http://usableweb.com/),

Fundamentals of Quality Search (http://clickz.com/article/cz.3200.html),

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way for a link to read!

Monitor colors and color contrasts on your pages. Eight percent of men and .5% of women have difficulty with certain color combinations, especially red and green used together without sufficient contrast. To see models of how your page will work for viewers with color deficits, see Colorfield Insight (http://www.colorfield.com/insight.html), the NEWMAN Color-Blind Design Evaluation (http://newmanservices.com/colorblind/default.asp), or the VisCheck Color Blindness Simulator (http://www.vischeck.com/showme.shtml).

Do not rely on color alone to convey content or meaning (e.g., red font to indicate homework assignments or really important stuff). Many users without visual disabilities do have monochrome browsers.

- Test your pages to see how they look and work with multiple browsers. Most people do not consciously design pages envisioning them to be seen

HTML Goodies

(http://htmlgoodies.earthweb.com/),

Adaptive Technology for the Internet

(http://www.ala.org/editions/openstacks/insidethecovers/mates/mates_toc.html),

The Alertbox: Current Issues in Web Usability

(http://www.useit.com/alertbox/),

Palette of Background Colors with Options for Link and Text Colors

(http://www.spunwebs.com/bgcolorf.html), and Cut-and-Paste Java Scripts

(http://www.infohiway.com/javascript/client.htm).

Kate Manuel, formerly of California State University, Hayward, is now Instruction Coordinator at New Mexico State University (kmanuel@lib.nmsu.edu). She enjoyed her time as NetTalk columnist (you really ought to give it a try yourself someday!) and meeting others in the Bay Area through SLA. Stop by and say "hello" if you are ever in Las Cruces, NM!

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Kaleidoscope

by Maggie O'Brien

Guess who the new Executive Assistant to the UC Berkeley Vice Chancellor is? Our own **Jeanne Fong**! After many years as the International Documents Librarian in the Government and Social Science Information Service, Jeanne got an offer she couldn't refuse. Working for the number 2 person on campus is turning out to be interesting and challenging. Of course, we hope Jeanne knows she is always welcome at Chapter events. Jeanne's new contact information is phone: 510- 642-1961 or Email: jwfong@uclink.berkeley.edu

Ann Borkin, formerly the West Coast Head Librarian for Thelen Reid & Priest, has decided she has reached a point in her career where she would prefer to spend less time as a manager and more time as a librarian, hence she has assumed the position of Associate Librarian in the San Francisco office of TRP. **Todd Bennett**, formerly the Associate Librarian in the San Francisco office of TRP, has in turn, been promoted to West Coast Head Librarian for TRP. These changes became effective July 1, 2001. Congratulations to both Todd and Ann!

Linda Vida Recipient of 2000/01 Chapter Professional Achievement Award

By Jeanne Fong

The San Francisco Bay Region Chapter's Professional Achievement Award recognizes each year a Chapter member, nominated by his or her peers, who has made notable and enduring contributions to the Chapter and the profession. These accomplishments can be made through outstanding leadership in the Chapter and in committee work, participation in seminars, teaching courses and public speaking, publications and editorial contributions, innovations at the worksite, mentoring activities or extracurricular activities, which provide the profession and/or the Chapter with commendable publicity and acclaim. We are pleased to name **Linda Vida**, Head of the Water Resources Center Archives at the University of California, Berkeley, as the 2000/01 recipient of the Chapter Professional Achievement Award.

Linda's record as an active leader, enthusiastic contributor and valued coach and mentor has been evident at the Chapter and Association levels of SLA. As a member of the San Francisco Bay Region Chapter, Linda has chaired many of our committees, including Advertising, Fundraising, Government Relations, and Nominating. She was the Chapter's Director/Program in 1994/95 and President in 1996/97. She capped her term as President by arranging the very successful California chapters reception at the 1997 SLA Annual Conference in Seattle.

Surely one of Linda's crowning achievements was her work in planning and organizing the 1999 SLA Winter Meeting reception, which was held in the United States Court of Appeals building in San Francisco. Set in the splendor of the Court building's beautiful beaux arts interiors, the reception truly lived up to its billing as a gala event. Hundreds of SLA attendees will long associate that reception with the 1999 Winter Meeting.

Following years of active participation in the Environment and Resource Management Division (ERMD), Linda is joining the ranks of the Association leadership by becoming the 2001/02 ERMD Divisional Chair. She was also Editor of the ERMD Newsletter.

As Head Librarian of UC Berkeley's Water Resources Center Archives, Linda's skilled leadership and imagination launched a popular new lecture series called the California Colloquium on Water, reinvigorated the library's publication program, spearheaded a new Web presence, and started a successful outreach and development program. Linda has also served on many committees at UC Berkeley, including service on the Executive Board of the

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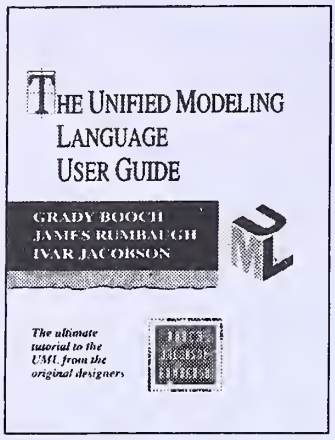

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Building Career Partnerships

New Members

by Tamara Horacek

One of the hot topics discussed at this year's SLA leadership program in San Antonio is the decline in the number of new members over the past few years.

As a chapter, we were asked to actively look at creative and innovative ideas and partnerships to recruit new members. How can we expand our current activities to encourage new members? Do we need a formalized membership recruitment plan?

Just as we promote and market our libraries and services within our organizations, we can promote our association within the larger information industry. One of newest members this year I recently spoke with is a competitive intelligence professional. Already a member of SCIP, she decided to join SLA on a recommendation from a colleague.

Deborah Randolph, another new member, recently received her M.I.M.S. degree from U.C. Berkeley and is working as the Law Librarian for PG&E. Her job includes helping attorneys with their research, selecting resources for the library, and providing technical support for the software used in the Law Department. Having Deborah join us is especially exciting as prior to this career change, she worked as a lawyer for 14 years. Deborah joined SLA because she is looking for a support network for sharing information and ideas.

The strength of our membership lies in our diversity. How do we continue to cultivate that diversity? How do we communicate our strengths as an association to potential members?

Our chapter is already mindful of some of these problems. Last year we tried out the "bring a colleague for free" concept which resulted in some new faces. The gesture was a success in that we opened the door for other professionals to explore our chapter without any commitment. I'd like to see us continue to consciously reach out to established professionals as well as to students in this coming year.

For those of you targeting colleagues as potential new SLA members, here are a few quick reasons to join SLA:

- Unrivaled opportunity to connect with powerful networks
- A safe place to learn and grow
- Mentoring opportunities (thanks mentors!)
- Ongoing professional development opportunities
- A much needed sense of community

I hope to address some of these issues this year with your help and guidance. I encourage and welcome your ideas and input.

If you would like to be on the membership committee or if you are a new member and have not yet been contacted, please call Tamara Horacek at 415-558-0268

SLA: In stubborn perseverance since 1909

Continued from page 11

Librarians Association of UC Berkeley.

Perhaps the broadest impact Linda has had on Chapter members has been in the area of mentoring. Many of us owe to Linda our decision to become members of SLA. Some of us vividly recall what it felt like to be both new librarians and new Chapter members, and wondering how to take our first steps in professional networking (assuming we even knew what networking meant). Linda was there for us, giving generously of her time, encouragement and advice. She has always been a positive example, and never one to rest on her laurels. Her special personal touch influenced our development as professionals and in our personal lives.

Congratulations, Linda.

Jeanne Fong is a Chapter Past-President.
Diane Rosenberger, Debbie Hunt and Jeanne were the members of the 2000/01Awards Committee.

In Memoriam: Dr. Terry Crowley 1935-2001

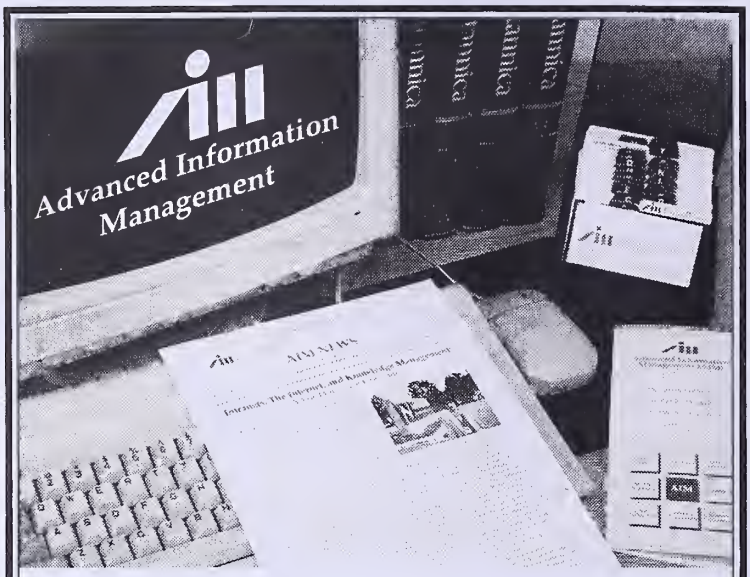
By Marlene Vogelsang

Terry Crowley shared his joy of reference work with many of us here in the Bay Area who had the privilege of studying with him at San Jose State University's School of Library and Information Science. He passed away on June 30 at his home in Ben Lomond, surrounded by his family.

Terry graduated from Notre Dame in 1957 and received his doctorate in library science in 1968 from Rutgers. He taught many years at San Jose State and retired in May 2000. Terry took up sailing and marine biology after he retired and became a docent at the Seymour Center Long Marine Laboratory in Santa Cruz.

Dr. Crowley shared his passion for reference work with his students. His "lectures" on the incorrectly/incompletely answered reference question shadow my work today. Some of my favorite memories are of his overflowing office (funny, my desk looks more like that every year!), his research assignments: "Call x library's reference desk and ask for information, record and comment on the response", and his discussions on "Cultural Literacy", which had just been published. Terry would sometimes play a type of Jeopardy style current information quiz...which I once answered correctly with "who was Mother Jones?" And no, I can't remember what that question was!

A detailed article on Dr. Crowley appeared in the Friday, July 13, 2001 issue of the San Jose Mercury News. A memorial service was to be held at Highlands Park in Ben Lomond on August 12. Donations can be made to the Listen Foundation at 303 Potrero St., 29-103, in Santa Cruz, CA., 95060.



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May Chapter Meeting

By Karin Zilla

The Dolby Screening Room spoiled me for any other theater that I will probably ever visit. (If anyone wants to offer Lucas Films next year, we'd be glad to compare venues...) Here's a story that demonstrates how really awesome this theater is: I was telling my dermatologist about seeing the film. He had seen it at a multiplex and he also loved it. However, when I asked him about the skin condition that both young lead actors appeared to have, he didn't know what I was talking about. The screen at Dolby was so good, the particular print we had so clear, and the projection so perfect that I had noticed something that any dermatologist would certainly have noted had he been able to see it! Of course, the sound was amazing as well. **Tamara Horacek**, Dolby's librarian (and our incoming Chapter President-Elect), gave us a "tour" of the room and its dynamics for projecting sound as well as for shutting out exterior sound. The engineering of the room is such that every inch is designed to optimize the quality of the sound, including the wall coverings, seating upholstery and flooring. Apparently the Dolby employees get to see a film in the theater every Friday night. The downside? No popcorn allowed...oh well...

The evening at Dolby was a great way to round out the 2000-2001 Chapter meeting season. The whole year was filled with wonderful evenings; many people helped to make it such a success. **Chris Orr**, last year's Assistant Program Director, provided many great ideas, planned a fantastic November meeting and kept our Chapter calendar up to date. **Ella Hirst** designed and coordinated the mailing of the inspiring meeting flyers in addition to coordinating the April neighborhood dinners. Of course **Sarah Cervinski** and her Hospitality Committee did an outstanding job arranging the meeting locations and the delicious food. Other Program Committee members coordinated compelling meetings: **Lynn Dix**, the October meeting with **Marti Hearst**, **Peg LaFrance**, the January meeting with **Brewster Kahle**, and the February evening in Berkeley with **Darryl Brock** arranged by **Tony Landolt**. In March we were proud to host the San Andreas Chapter for a joint evening meeting with **Rebecca Roberts** from KQED's Springboard and in April we got together with others from our hometowns and neighborhoods (thank you group leaders!). Thank you to everyone involved for making the programs this year so hard to match!

This has been a busy year for the Chapter and one of the most satisfying so far for me. I'm extremely proud to have been a member of the Executive Board and I continue to delight in the friendships I've made through the Chapter. I'll be looking for all of you in the next year for another season of inspiring speakers and venues.

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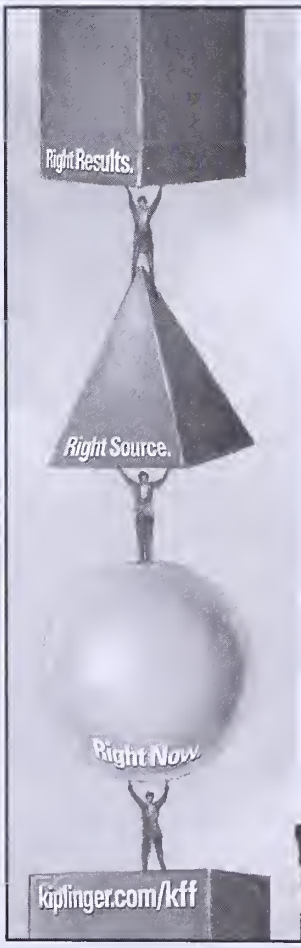

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Program Notes

Program Season Kicks Off September 25th: Munch, Mingle and Muse

by Chris Orr

Mark your calendars and prepare to mingle. We're off and running with the 2001-2002 Program Committee line-up. We have a great committee this year, poised to present interesting speakers, tasty food and good company.
Chapter meetings are the best way to get together with your colleagues in a relaxed, social setting. So, hold the dates listed below and come join us.

You can no doubt guess that costs loom large on our minds and wallets. The best way to manage this is not to hope vainly that restaurant prices will decline, but to budget for the whole season with a mix of formal and casual meals. This way, we can enjoy good value and fulfill our mandate to hold appealing, chapter-at-large meetings.

With price balancing in mind, we decided to have three dinner meetings and three hors d'oeuvres meetings in this cycle. That's two meetings fewer than last year, but we'll have tours and professional development in the skipped months to keep your networking opportunities high. If all goes according to plan, we'll hold two meetings in the East Bay (the first one will be in November) and three in downtown SF. And, of course, the always-popular April neighborhood dinners allow members to meet at restaurants close to home.

If you look at the season as a whole, we'll all actually spend less than last year, without sacrificing a snazzy, convivial setting like Gabbiano's, where we'll launch our programs on September 25th. Student and retired members' prices will continue to be discounted, subsidized by our faithful sponsors: Certified Employment Group, Advanced Information Management, and Taylor and Associates. These sponsors make it possible to meet chapter costs for all our meetings. As an added bonus for your attendance, we'll raffle off a free future dinner ticket at each meeting (must be present to win).

I can already tell you a lot about the coming programs so you can prepare your dates and budget to attend. For starters, plan on coming to the season's kick-off meeting on September 25th with Wired News Editor in Chief George Shirk. George is a treat: a newspaper veteran who has embraced the Internet with humor and business savvy, he'll regale us with stories about the information age and headline news. Look for the registration flyer in this issue, or visit our chapter web site www.sims.berkeley.edu/sfsla. Remember that we can now accept Visa or MasterCard for payment, too.

As I write this, it's still early and speakers, dates or locations are subject to change. We'll do our best to stick to the plan, but watch for mailings, read Bayline and check our chapter web site for updates and more details throughout the season.

2001-2002 Program Calendar

- Tuesday, September 25, 2001 with Wired News Editor in Chief George Shirk

(October: watch for Tours &/or Professional Development schedules)

- Wednesday, November 14, 2001 (speaker to be announced later)

(We all take a chapter break in December)

- Thursday, January 31, 2002 with "Lipstick Librarian" Linda Absher

(February: watch for Tours &/or Professional Development schedules)

- Tuesday, March 19, 2002 (speaker to be announced later)
- Wednesday, April 17, 2002 Time for the ever-popular Neighborhood Dinners
- Thursday, May 23, 2002 with SLA Executive Director Roberta Shaffer (Joint meeting with San Andreas chapter)

Calendar

SEPTEMBER

17
Breakfast Meeting: The Invisible Web Exposed
Registration: 8:30 to 9:00 am
Program: 9:00 to 12:00
San Francisco State University
Downtown Center
425 Market St., Room 2608
(26th floor) **San Francisco, CA**
Contact: Beth Graham
megraham@mindspring.com

25
Dinner meeting with Wired News Editor in Chief George Shirk
5:30 - 8:30 pm Gabbiano's, San Francisco Contact: Mary Keba
415-749-5088;
mkeba@baaqmd.gov

OCTOBER

9-14
2001: An Information Odyssey: Seizing the Competitve Advantage. SLA annual conference. San Antonio, TX. Contact: SLA (202) 234-4700.

NOVEMBER

2 - 5
California Library Association Annual Conference, Long Beach. Contact: CLA, 916-447-8541.

4 - 8
Internet Librarian 2001, Pasadena. Contact: Information Today, (609) 654-6266.

14
Hors d'oeuvres meeting (speaker to be announced)

To list an event contact Jaye Lapachet at 650-205-0744 / 415-259-0981 or jaye@calalum.org. Calendar events are updated bi-weekly at http://www.sims.berkeley.edu/sfsla/.

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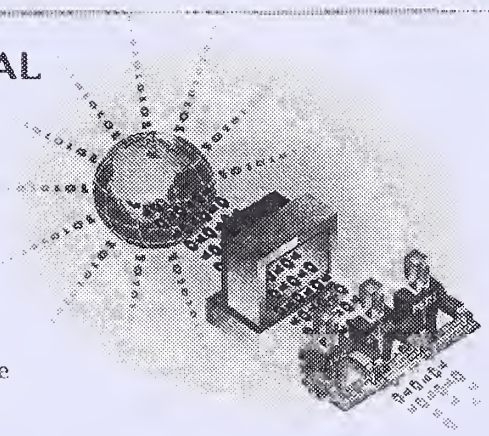

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THE BAYLINE

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

November/December 2001
Volume 72 Number 2

President's message from Maggie O'Brien

This column has been particularly difficult to write, given the situation in our country and in the world right now. I hope that you and yours are safe and well. I know each of us have stories and experiences to share about how we are affected by these recent tragedies. As simple as this seems, one of the ways that I am coping is to pay more attention to the gifts in my life, especially the people in my life. Now is a great time to reach out, support and care for each other—however, that manifests for you. For me, it makes my involvement with our Chapter and all of you that much more compelling. I find great solace and strength in sharing, communicating, learning and laughing with friends and colleagues. I am heartened and inspired by the dynamic spirit and creativity of our members.

That creativity and spirit was front and center at our September meeting. Thanks to **Mary Keba**, Hospitality Chair, for her quick-thinking and incredible efforts in finding a new location for the meeting with only one day's notice. Many thanks to Program Chair, **Chris Orr**; Webmaster, **Nick Robinson**, and Reflector Administrator, **Linda Yamamoto** who helped in notifying attendees, and to **Bruce Thomas** for his able assistance with AV equipment. Chris and her committee were also responsible for our wonderful speaker, **George Shirk,** Editor in Chief of Wired News, whose perspective as both a print and web journalist made for a thought-provoking presentation. We also honored our very own **Linda Vida,** presenting her with the 2000/2001 Chapter Professional Achievement award. We had a great turnout with over 80 in attendance!

Members of the Executive Board and Advisory Council got an early start with our Chap-

Continued on page 5

inside...

- Read about the latest Chapter blowout, page 17.
- Peruse the minutes of the last Chapter meeting, page 7.
- Find out how to join the discussion list, page 15.
- Catch up on the latest Chapter **gossip**, page 13.

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Volume 72 Number 2

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From the editor's desktop...

In answer to the burning questions my sharp-eyed fellow Special Librarians have no doubt been forming these last two months, yes, **Kate Manuel**'s NetTalk column which ran last issue did make sense when I received it. It was the budding Surrealist in me that couldn't resist scrambling the pages. And no, I am not now nor have I ever been a member of the San Francisco Examiner editorial staff...

I know now that I have chosen an appropriate profession – who else but librarians (Special ones at that) would be so kind and uncritical as to heap (well, politely offer) praise on my first outing as editor. Your cynical ploy has worked, and I remain your humble editor for another issue. I admit the idea of running in terror did occur to me once or twice while laying out this issue, but some hands-on advice from graphic designer and Pagemaker whiz **Carla Laser** saw me through. If anyone needs a graphic designer, I can recommend her without hesitation.

My role as seeker of content has once again been a rather passive one- the members of this chapter being so involved and on top of things, I once again received reams of quality copy with zero whining and pleading. Our secretary **Jo Falcon** astounds with her ability to simultaneously record and summarize meandering monologues in the latest Board meeting minutes (I type with two fingers, so that sort of thing really impresses me), **Elyse Eisner** catches us up with the latest Chapter new in her Kaleidoscope column, **Marlene Vogelsang** puts out the call for nominations for the Chapter's Professional Achievement Award, and **Deborah Hunt** explains how to join the SLA-SF e-mail discussion list. Forge ahead.

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Jan/Feb	Novemeber 30
March/April	February 1
May/June	April 5

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Special Libraries Association

November Dinner Meeting
Topic: Usability for the World Wide Web
Speaker: Drue Miller

Thursday November 15, 2001
5:30 to 8:30 P.M.
Uncle Yu's Szechuan Restaurant
999 Oak Hill Road, Lafayette (directions on the back)

5:30 to 6:15 P.M. Cash bar and conversation
6:15 to 7:15 P.M. Dinner (delicious family-style meat, fish & vegetable dishes)
7:15 to 8:30 P.M. Announcements and program

You have great ideas for your website. But how do you make sure that visitors to the site will have a positive experience? Usability is the key. Speaker Drue Miller, a specialist in information architecture, navigation design, usability evaluation and testing and content strategy who teaches at San Francisco State and San Jose State, defines usability as "all the activities that contribute to a product's or service's successful use." Usability is not just testing a site once it's ready to launch; it needs to be a deliberate goal of the design process. Drue will tell us how to integrate usability into website design, from understanding who we are designing for to final testing. She will explain techniques for user discovery and usability evaluation, and basic approaches to usability testing.

$20 SLA members & guests
$23 non-members
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$7 speaker only

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SEND DRUE YOUR USABILITY QUESTIONS!
email them by November 8 to Rita Evans
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Directions to Uncle Yu's Restaurant

From the Bay Bridge: Take Bay Bridge I-80 East. Stay in the middle lanes coming off the bridge and take the I-580 East exit towards Hayward/Stockton. Take the Hwy. 24 East exit on the right towards Berkeley/Walnut Creek. Continue through the Caldecott tunnel to Lafayette. Take the Oak Hill Road exit. Turn Right onto Oak Hill Road. Uncle Yu's is on the right at the corner of Oak Hill Road and Mt. Diablo Blvd.

From the South Bay on 680: Take 680 North. Take the Hwy. 24 exit towards Lafayette/Oakland. Take the Central Lafayette/Moraga exit. Keep left off the ramp and turn left onto Deer Hill Road. Turn left onto Oak Hill Road. Uncle Yu's is on the right at the corner of Oak Hill Road and Mt. Diablo Blvd.

From the South Bay on 880: Take 880 North to Oakland. Take 980 towards Walnut Creek. 980 will merge into Hwy. 24 East. Continue through the Caldecott tunnel to Lafayette. Take the Oak Hill Road exit. Turn Right onto Oak Hill Road. Uncle Yu's is on the right at the corner of Oak Hill Road and Mt. Diablo Blvd.

From BART: Take the Pittsburgh/Concord train and exit at the Lafayette station. Upon exiting the station, turn right and walk through the parking lot (parallel to Deer Hill Road). Turn right onto Oak Hill Road, walking downhill to the restaurant. Uncle Yu's is on the right at the corner of Oak Hill Road and Mt. Diablo Blvd. The walk is equivalent to four city blocks.

Free parking is available at the restaurant.

President's Message continued from page 1

ter Leadership Training. As a way of saying thank you and providing additional support, the Chapter offers a professional development activity for those serving on the Board or Council. The training is designed to benefit the work that is done as part of the Chapter leadership and in your job and personal life too. Thanks to **Tamara Horacek** and **Marlene Vogelsang** who did a wonderful job with our training this year. **Dr. Pat FitzGerald** with Pacific Gateway Associates, Inc., led us through a stimulating and interactive workshop which included discussions about leading, motivating and creating successful teams.

Congratulations to **Nancy Adams**, who has been appointed our Chapter Treasurer for 2001-2003. Nancy is no stranger to Chapter involvement. She has been active on our Advisory Council as Networking Chair, seeding our discussion list with golden nuggets of information, for several years. Welcome Nancy!

Instrumental in uncovering Nancy's hidden financial talents were **Wess-John Murdough** and the Nominating Committee, who took on the challenge of identifying a new treasurer. Nice work! I also want to thank **Tamara Horacek**, who continued handling the all Treasurer's responsibilities while taking on and learning the ropes as your President-Elect and Membership Chair. Cheers to you, Tamara!

By the time you read this we will have held our fall Professional Development Workshop with Joe Barker on "The Invisible Web Exposed." The Professional Development Committee headed by **Gina Castro**, with help from **Debbie Jan**, **Beth Graham** and **Cynthia Bennington**, are now hard at work on the spring workshop featuring Pat Wagner. It promises to be informative and entertaining!

Thanks to **Terry Richards** and her Tours crew, we had a chance to explore the fabulous San Francisco Center for the Book. The Tours Committee is busy planning more great places to visit, and I can't wait!

We have some great upcoming events: our November 15th Meeting at Uncle Yu's in Lafayette features Information Design Specialist, Drue Miller, enlightening us about "Usability and the Web". Our Student Reception is slated for December 5. More details about these activities and much more are available at our Chapter Website: http://www.sims.berkeley.edu/sfsla/

And there is a lot more to come! So, in addition to whatever ways you are finding to cope these days, I invite you to attend a meeting; check out a tour or our spring professional development program, post something to the Chapter Discussion List. Reach out, and connect. I look forward to seeing you at an event soon!

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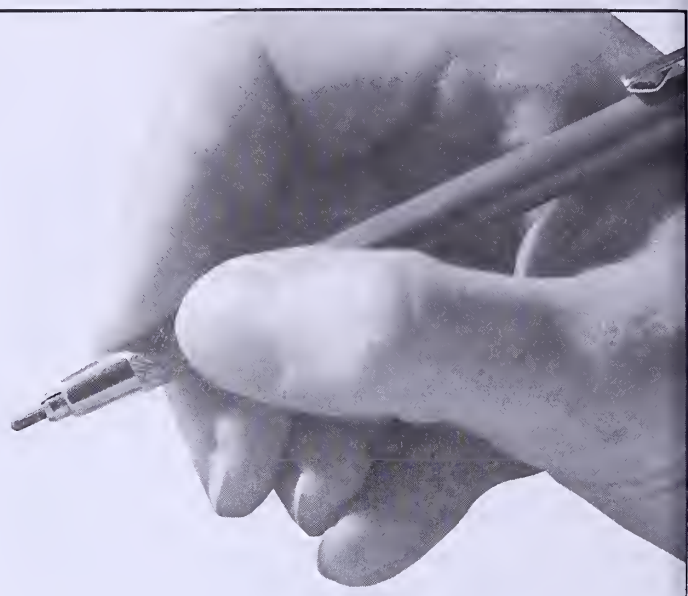

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Executive Board Meeting & Joint Executive/Advisory Council Meeting, August 21, 2001

SF Bay Region Chapter/SLA
Executive Board Meeting Minutes
August 21, 2001
Pacific Energy Center
851 Howard St., San Francisco
Present: Maggie O'Brien, Marlene Vogelsang, Tamara Horacek, Wess Murdough, Steve Cooney, Jo Falcon.

The meeting was called to order at 4:09.

1. Maggie's welcome included particular thanks to Wess for stepping up to the Nominating Committee plate far faster than should have been necessary, and to Steve, who is learning a completely new process while nevertheless being productive.

i. Chapter Officer Roster has been updated to this date, with some gaps to be addressed by the Nominating Committee.

ii. Chapter 2001/2002 Administrative Calendar is current and coordinated with Bayline

iii. Mentor List 2001/2002 also shows a few gaps but is basically current.

2. Approval of June 28, 2001 minutes — approved, with no changes.

3. Treasurer's report - as Tamara promised, it was short and sweet since this is the beginning of the fiscal year. The Directory came in cheaper than last time, and sponsorships were very good. Some May meeting income from credit card registrations is still on its way. Interest on the CD is lower because the certificate has matured. The meeting expense seen here is a deposit for Gabbiano's, a new requirement of theirs as of this year.

4. Finance Report - Debbie Jan has finally received reports from every committee, including those with $0 estimated budgets. On paper, we're $8000 over a zero balance; the real picture is better, since we expected $2,000 from the directory, but actually got $3,000. We MUST give more funding to the Web Committee: it got short shrift last year, but we need to increase the functionality of the site. Professional Development came in right on target. If Program continues to break even or nearly so on events, we will be fine. Some money is still due from Jobline, possibly as much as $500. The midyear financial review has proven to be a good idea. There were no "bulges of expectation" complicating matters, and a more realistic budget overall. There may be a few working dinners for committees not covered by the projections, but those are appropriate and worth it. If dinner meetings and Professional Development fall short, sponsorships can make up $500-$1,000 if necessary. The treasurer and finance chair stress that we continue to be frugal. Flyers, for example, are really expensive and duplicate the e-mail announcements; we could save as much as $2,000 there. Avoiding inserts in Bayline could save on postage as well.

4:20-5:00 p.m.

5. Old Business

i. Chapter Leadership Training—Marlene and Tamara. As detailed in the flyer provided by Tamara, we're scheduled for "It All Starts With Leadership," featuring Pat Fitzgerald, on Sept. 14, 8:30-12:30. The Chapter is getting a nonprofit discount and can offer the session free to members with RSVP — but we -must- RSVP and guarantee an audience. It was suggested that we invite active committee members who are being groomed for chairs, since this is a thanks for work done and incentive to continue. The announcement on our calendar will include a link to Dr. Fitzgerald's website for those not attending; she may allow us to put some of her materials on our web.

ii. California Chapters Reception—Maggie
Karin Zilla, who is coordinating, has a call in to Jim Mears to organize this through HQ. Her niece in LA is

Continued on next page

consulting on location. The conference will be spread out geographically, as is the city. Last year's attendance was between 250-400.

iii. SLA High Tech Forum—Maggie. This event is "SLA's west coast splash" with Hal Varian, John Seely Brown, and other big names, though with attendance limited to 200 people and registration at $800, it's difficult to "see where they're going with this." The dine-around, coordinated by Karin Zilla, is so far the SF chapter's only involvement. Karin has talked with Corvie Carrington, Director Strategic Learning, and understands that registration is slow so far.

iv. Confirm Contact information - Maggie welcomes the new Mailing Chair Saundra Lormand.

v. Chapter Professional Achievement Award will be presented to Linda Vida at Sept. 25th Dinner meeting. Maggie will check with Jeanne as to whether there's a formalized process in the Manual for this presentation; the honor may fall to Jeanne, as head of the nominating committee for the award.

5:00-5:30 p.m.

New Business

i. Joint Boards meeting

July 31, Maggie, Marlene, Tamara and Jo met with their San Andreas counterparts President Catherine Starr, Past President Lucy Steelman, Libby Trudel, Leslie Fisher, and Secretary Roger Sherman. A number of topics were discussed, some still unresolved and difficult. San Andreas looks forward to hosting the joint May meeting with SLA Executive Director Roberta Shaffer, and is seeking a venue that will show off the West Coast while offering convenient transport — Filloli, Sunset Gardens? Marlene is charged with conveying the joint Boards' suggestions about the Directory to Bruce and Joe: these include writing up procedures with timelines and deadlines, returning to a consistent rate sheet for display ads,looking into putting the Directory on the web as PDF, and getting back on schedule by the end of 2001. Wess suggests that this chapter look into the "bundled deal" San Andreas offers for various combinations of ads in Directory, meeting sponsorships, and newsletter ads (see http://www.san-andreas-sla.org/sa/advertising.html). There are possible pitfalls, but advantages as well. The High-Tech Forum will fall in San Andreas' geographical area: Karin Zilla will be working with Leslie and Libby. As discussed above, it's San Francisco's turn to host the California reception at SLA 2002; Karin Zilla is coordinating. Wess asks if next year's academic relations should be coordinated with San Andreas, since so many of our chapter members attend SJSU and some South Bay members go to SIMS. The handoff of Jobline has been a trial. San Andreas is due to take over, but needed reassurance and a refresher on what the job entails. When Marlene sent the job descriptions, with Maggie's four follow-ups, response was late and tepid. Marlene points out that Maggie has done every reasonable thing following procedure, but abandoning Jobline won't force the issue, and is a disservice to our members. The Executive Board agrees that SF Chapter should continue handling the Jobline until San Andreas can form a committee to take over. Steve is willing to continue as contact, but Deb's job is the big one: billing, coordinating, etc. The committee also needs a web person (or can the web committee stretch to it?). Maggie is confident that we can find people - it's too important a service to let go. She will put the communication with San Andreas (cc'd to both Boards) in terms of "in fairness to our joint members," and suggest phase-in of San Andreas representatives on the committee to learn the jobs.

ii. Treasurer Appointee (no need to elect): Wess has had no luck yet, but has been through the previous Nominating Committee's roster. He's taking suggestions.

iii. The Nominating Committee adds Claudia Fenelon and the ubiquitous Karin Zilla to continuing members Linda Vida and Charlotte Sanders.

iv. Other: it's time to get a digital camera for the chapter, or at least to accept the several offers of loans (from Jo Falcon or Steve Cooney, among others) to document dinner meetings and events for the newsletter.

7. Set meeting date: Thursday, October 18, 2001, at PG&E.

8. Set Joint Executive Advisory meeting date, Thursday, February 21, 2002, again at PG&E.

Continued on next page

Meeting was adjourned at 5:30 exactly.
Respectfully submitted,
Jo Falcon, Secretary.

SF Bay Region Chapter/SLA Executive Board/Advisory Council Joint Meeting Minutes

The meeting was called to order at 6:15.

Attending: Maggie O'Brien, Marlene Vogelsang, Tamara Horacek, Wess Murdough, Steve Cooney, Jo Falcon; Saundra Lormand, Mary Ann Mahoney, Debbie Jan, Nancy Phelps, Bruce Thomas, Nick Robinson, Deb Hunt, Chris Orr, Terry Richards, Nancy Adams, Rita Evans, Gina Castro.

1. Welcome: Maggie is pleased to introduce a new member of the Advisory Council, new Mailing Chair Saundra Lormand, taking over from Christine Harris

i. Chapter Officer Roster — Rosters were distributed with the request that members check their contact information and give corrections to Jo as secretary.

ii. Chapter 2001/2002 Administrative Calendar — some late-breaking additions

iii. Mentor List 2001/2002 — Maggie reminds mentors and mentees alike, don't hesitate to call.

2. Approval of June 28, 2001 Executive Board and Advisory Council minutes:

Hospitality noted a need for projectors, not LCD panels. Otherwise: approved as amended.

3. Introduce new Council member: Saundra Lormand joins us as Mailing chair.

4. Treasurer's Report - Tamara Horacek

The report is really simple, as we're only one month into the fiscal year. The CD (a pooled fund with HQ) has matured, and gives less interest than before - it's down from $500 to $200 and should probably be reinvested. Some May meeting income is still coming from credit cards, which take a month or so to process. San Andreas has paid for their portion of the Directory. The "meeting expense" noted is for Gabbiano's, which now requires a deposit.

5. Finance Report - Debbie Jan

Presented on the verso of the Treasurer's Report. Though we will probably run a deficit, we may be pleasantly surprised as the numbers came in better than expected last year. It's too early in the fiscal year to see how we're going to do, but Debbie encourages us to continue careful and conscientious. She will conduct a midyear check in January, to be reported at the February meeting.

6. Old Business

i. Chapter Leadership Training - Marlene and Tamara

The "It All Starts With Leadership" flyer describes our next leadership training, a reward for volunteering at this level of the chapter. It's free, and worth far more; the speaker gets great reviews from a hard audience at Dolby, according to Tamara. Maggie's thanks to Tamara for arranging this way for the chapter to give back to those who do the work.

ii. SLA High Tech Forum, Oct. 24-27 - Karin Zilla reports, via Maggie. This is an SLA organization-level event, with little direct chapter involvement except for dine-arounds (on 25th coordinated by Karin and two San Andreas members). It's very high profile, with lots of publicity and big names (Hal Varian, John Seely Brown). But registration is low so far, with none from California, perhaps because of a conflict with Internet Librarian. It's good that HQ is doing a west coast thing, it's our chance to show off. If anyone comes.

iii. California Chapters Reception at SLA 2002 — Karin via Maggie. The five California chapters share this responsibility on a rotating basis, and it's our turn. The reception is usually Monday evening of the conference, with cost handled by HQ except for a cash bar. Karin Zilla is coordinating: if you have any ideas or suggestions, call. The 1992 reception was good even though the conference was in California - it doesn't seem to matter where the conference is.

iv. Release Forms - Maggie: this is a formality for all Board and Council members. She has taken care of the few outstanding forms already.

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iv. Chapter Professional Achievement Award will be presented to Linda Vida at Sept. 25th Dinner meeting. Maggie hopes we can all attend this special event - Chris will have more details about this and other programs coming up.

6:50 - 8 p.m.

7. New Business

i. Report from Joint Board Meeting - Maggie

San Francisco and San Andreas hold a Joint Meeting of their executive boards every summer. The chapters are closely related, were one chapter till 1975 or so, and still have significant overlap, coordinating or sharing projects like the Directory and Jobline. Maggie, Marlene, Tamara and Jo attended this year's meeting in Menlo Park. San Andreas is off to a slow start but moving along. It's their turn to handle the Jobline which is on a two-year rotation; they're identifying who in their chapter will handle the job. We may hold it another year if they have difficulty creating a committee. (This is -not- a joint operating agreement: the income goes to the chapter that does the work.) We need to know by the end of this month how they will proceed: it is unfair to our chapter to be kept working past the agreed time, but it's unfair to all members to let this service lapse. We will give San Andreas every opportunity to step up to the plate, and every assistance in getting up to speed.

The Directory is another issue. Bruce and Joe have agreed to continue another year; because of difficulties with HQ, the joint Boards have asked them to write up annotated procedures, with timelines and deadlines, and identify a sponsorship point person on the Directory committee who will coordinate with the San Andreas advertising person. Someone with dual membership would be ideal. It's hoped the next Directory will be out by January: last year, the hold-up was in getting information from HQ, so the, time to start is NOW. If we're sent bad data, we will update what we have rather than waiting for a new download. A long-term goal is to get

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the Directory into PDF form for the website, reducing the print run and cost.

Maggie points out that this joint meeting also discussed the May 2002 joint meeting with new SLA Executive Director, Roberta Shaffer, whose term starts Sept 4, and shared with San Andreas the chapter's schedule of meeting and event dates in an effort to avoid conflict. They're working hard in their area.

ii. Approval of Nominating Committee: this committee now consists of Claudia Fenelon, Karin Zilla, and continuing members Linda Vida and Charlotte Sanders. Nominations are needed for a President Elect, Secretary, Asst. Director (Program) and right now Treasurer (though this can be an appointment rather than requiring election) since Kevin Canada unexpectedly moved.

iii. Committee Reports

Chairs were asked to bring us up to date on their committee planning.

Rita Evans, Strategic Planning: we're in the middle of a three-year cycle, which is going well. She has attended Program and Professional Development meetings to insure coordination. The survey was very helpful for planning, and her committee will do more of them.

Nancy Adams, Networking, says "you saw it all on email." One unofficial activity, a Giants game, was announced on the discussion list, but attendees didn't manage to make contact before the game and sat in various sections without connecting.

Terry Richards, Tours - She and Marlene Vogelsang are the entire committee so far, and are seeking more members. A perk of being on Tours is that you get to go twice, once as a preview, once with the tour. They're planning tours for months with no dinner meeting: October, February, whatever else is so scheduled. October's tour may be the Center for the Book, in Potrero Flats near CCAC West. Two Muni lines stop nearby, there is ample parking, nice coffeeshops in the the one she did at SLA in San Antonio on "Navigating the Organizational Map."

Bruce Thomas, noting that the Directory has been discussed already, asks that as we continue to update contact information on the HQ website we also send it to him as a cross-check.

Nancy Phelps reports that Advertising has been slow getting out the gate with Kevin's sudden departure to DC. It's coming together, with new leads to follow for next issue's ads, but send her anything else you have. She thanks Steve for handholding and patience.

Debbie Jan notes that Finance was covered in the financial report above — except that since Directory sponsorships is a new category, she has put it in the Advertising section. Tamara confirms that it doesn't matter where we put the line item as long as we define what's which.

Mary Ann Mahoney, speaking for Archives, accepts material five years or older but suggests that anything more recent be kept in the committee binder for the incoming chair. The question was raised whether the Treasurer, who has more stringent legal obligations, is to keep separate archives; Tamara already has a "rolling" seven-year set. As we go more digital, we need to be careful to keep things that exist only in digital form. This would be an advantage in moving to the SLA HQ server, since they would archive the website automatically for us.

Saundra Lormand, the new Mailing chair, has met with outgoing chair Christine Harris for turnover and a tutorial, and been in email contact with Steve Cooney about the newsletter. She understands the need for one consistent contact person with HQ for mailing labels and with the mailing house for processing them, and asks that if a committee is mailing anything else (other than Bayline) the label request go through her.

Steve Cooney points out that the Bayline group (himself, Saundra for Mailing, Nancy Phelps for Advertising) are all new to the job. (There's a steep learning curve for Pagemaker, but the job is too pricey to outsource.) Still, the paper went to the printer the day of this meeting, and goes to the mailing house in five days, complete with flyers. The proofreader had minimal corrections, and Steve thanks contributors for sending clean copy: "All your spelling checkers work fine." He printed everything he got, and that's the editorial policy: to be the voice of the community. Please send more — columns, letters, whatever, he will find space for it. Deborah Hunt suggests a footer on some articles: "Want to carry on this discussion? Go to the discussion list!"

Wess Murdough, as Nominating chair, reports that the committee has been formed and is hard at work, as noted above. As Academic Relations, he will check with SIMS for either a late October or early November date

Continued on next page

for a reception or other program. Last time was a panel; we might repeat that, or have chapter officers speak. (Nick Robinson points out that November 2 is out, as it conflicts with the conference.) Linda Vida suggests avoiding talk about "library positions" since there's such a disconnect between what they study and what we're about that they feel it's nothing to do with them. That, says Wess, is exactly why he thought of chapter officers, as able to explain -why- SLA is of use to information specialists with or without the "L" title. Chris Orr thinks we might ask Hal Varian for his take on how to approach SIMS, while he's talking at Tech Forum. The committee will also explore co-sponsoring a San Jose event with San Andreas.

Marlene, speaking for those absent, says Nancy Adams of Networking is still waiting by phone. Karin Zilla tells her that since John Crosby, HQ's Government Relations contact, is leaving, that committee is also on hold at the chapter level.

Closing the meeting, Maggie expressed her delight with the quick start, with dates already set for programs and professional development, and Bayline at printer - she's impressed. We've "done incredible work as of Aug 21 which will stand us in good stead for an exciting and successful year."

8. Date for February 2002 Advisory Council/Executive Board Meeting: Thurs Feb 21, same time, same venue.

9. The meeting was adjourned at 7:57.

Respectfully submitted,

Jo Falcon, Secretary

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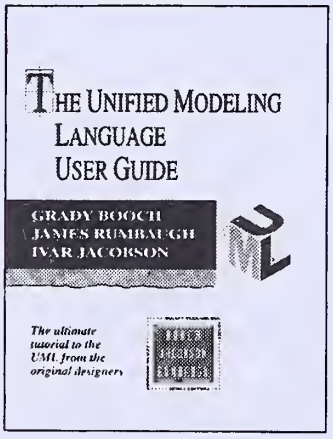

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Kaleidoscope

by Elyse Eisner

(Note: much of this was the column intended for the spring issue, and then the September issue, but email mysteries diverted it from the editor to some cosmic dead letter office. So, with more recent updates, here is 6 months worth of news, more or less)

UC Berkeley is full of changes! **Cris Campbell,** Head of the UC Berkeley Public Health Library, has accepted a position with the California Digital Library (CDL) as Project Manager for the Melvyl Union Catalog Implementation project, where she started in March, 2000. In this two-year, full-time position, she will coordinate the overall project and the three functional teams designated to focus on the major aspects of the project: Database Development and Technology; Usability and Education; and Services. **Ann Jensen** will lead this last team, spending 40% of her time in this role while remaining as head of the Astronomy/Math/Statistics Library.

In another major surprise, **Jeanne Fong** has left the UC Berkeley Library after twenty-four years on staff to become the Executive Assistant for the Executive Vice Chancellor and Provost of the Berkeley campus. Jeanne has spent her entire library career at Berkeley, where she started in 1994 after graduating from the UCB library school. Before that, she spent fourteen years as an administrative assistant in the UC Berkeley Librarian's Office. Jeanne says, "My strengths have always been in administration and organization, so as a librarian, I purposefully sought opportunities in which I could apply and develop those skills. One of the highlights of my librarian career and the most fun job, hands down, was my year as Chapter President." Jeanne will still pop up occasionally, so don't start missing her yet! No new contact information so far – watch this space.

In other job change news, **Wen Ng** retired from Bayer early last year; **Beatrice Yuan** is the new manager of the library.

Ilene Rockman, formerly the Deputy University Librarian at CSU Hayward, is the new Manager of the Information Competence Initiative for the Office of the Chancellor, The California State University system. She will remain based at the Hayward campus, and will be coordinating various systemwide library initiatives which promote the teaching, integration, and assessment of information competence (or information literacy) among the 370,000 students and 40,000 faculty and staff on the 23 campuses. Ilene's new contact information: email: irockman@calstate.edu; phone: (510) 885-2446

Who goes to Alaska in February? Mystery-loving librarians, that's who! **Maggie O'Brien, Angie Brunton,** and **Marie Tilson** all attended the Left Coast Crime mystery readers' and writers' convention in Anchorage in early February. According to Marie, one of the high points was the auction at which one item for sale was the opportunity to see one's name used for a character in a forthcoming book. Bidding was hot and heavy between two buyers, who finally agreed to "share" the honor for $1200 each. Maggie was impressed by the friendliness of the locals, the beautiful views from the patio on the 15th floor of the Hilton, and the moose that wandered into downtown one day. She says it was exciting to hear authors talk about how they approach their work, and she was delighted to find them very approachable. "They're so excited that you read their stuff!" Have you ever noticed, by the way, how many librarians enjoy reading mysteries? If you would like more information about Left Coast Crime, or the national group Sisters in Crime, contact one of the above travelers.

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Time to buy that lottery ticket: at the NOCALL Spring Institute in Sacramento on March 17 (note the date), **Georgine O'Connor** (suitably accessorized with a Celtic-themed scarf) won five, count 'em, five of the prizes awarded by vendors. Truly the luck of the Irish, Georgine!

Congratulations to **Doug Varner**, who has been accepted into the National Library of Medicine's fellowship program in Medical Informatics at the Marine Biological Laboratory in Woods Hole, MA. This is a competitive fellowship program that NLM offers twice a year at the MBL site. Doug will be attending the fall 2001 session (mmm, Cape Cod in the fall!). Thanks to **Mary Beth Train** for spreading the news. Doug and Mary Beth are both on the board of the Northern California-Nevada Medical Libraries Group, Mary Beth as President and Doug as President-Elect.

Kevin Canada has left San Francisco, and his position as Chapter Treasurer, to return to Washington, DC. We'll miss you, Kevin! And **Beth Edelstein** returned from the East Coast in July to resume her retirement. Welcome back, Beth!

Seen at Ashkenaz in Berkeley, attempting Turkish folk dances: **Ella Hirst** and **Elyse Eisner**. It's interesting how many librarians also enjoy various kinds of ethnic dance – clogging, belly-dancing, Scottish, English. And mystery reading - there must be sociological study in there somewhere.

— Send your news items to Elyse Eisner at eeisner@taylorlib.com

Call for Nominations for the San Francisco Bay Region Chapter Professional Achievement Award.

Deadline for nominations: April 1, 2002

The success of our chapter depends on the effort of our members. I think you will agree that the San Francisco Bay Region chapter has been hugely successful in serving our members throughout the years with thoughtful programming, timely professional development workshops, interesting newsletters and engaging opportunities for networking and having fun together. All of these services are the result of the work and effort of our volunteer membership.

We all know chapter members who make outstanding contributions to the chapter through their contributions of talent, time and energy. Our Chapter Award for Professional Achievement is a way we can acknowledge and recognize these contributions.

Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovation at the worksite and mentoring activities.

Linda Vida was the 2001 award winner. Other recipients include **Cristina Campbell**, **Richard Geiger**, **Debbie Jan**, **Tim deWolf**, **Terry Dean** and **Angie Brunton**.

You can nominate a fellow member by Sending in the nominee's name, your nme, signature, and date, attaching pertinent biographical data about the nominee and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Nominees should be a current or retired member. Members of the current Executive Board and the awards committee are ineligible for nomination.

Please forward your nomination in confidence to:

Marlene Vogelsang
Pacific Energy Center
851 Howard St., San Francisco, CA 94103

Join the Discussion: The SLA - SF Electronic Discussion List

By Deborah Hunt

Communication among San Francisco Bay Region Chapter members is easy due to SLA-SF, the Chapter's electronic discussion list. SLA-SF is provided by the Chapter and allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession. The list is active, but won't fill your email inbox to overflowing.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter announcements. The reflector is maintained by **Linda Yamamoto**, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address.

The simple directions to subscribe to SLA-SF, as well as the list guidelines, are posted at:

http://sims.berkeley.edu/sfsla/organiza/disc_list.html.

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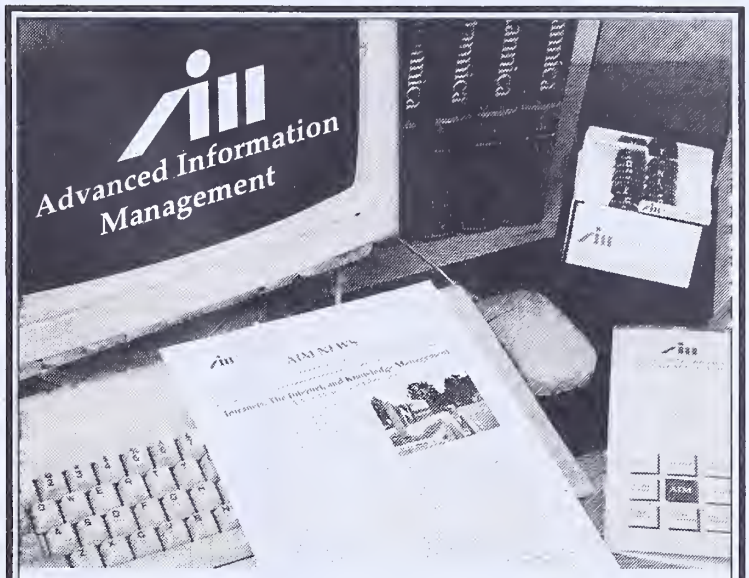

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Love & Gratitude from 2000/2001 Chapter Professional Achievement Award winner Linda Vida

The dinner meeting on September 25th was truly memorable for me. I want to thank the Professional Achievement Awards Committee, **Mary Keba** and the Hospitality Committee and everyone in the San Francisco Bay Region Chapter for making it such a great evening. It was an honor to have been selected as the recipient of the Chapter's Professional Achievement Award for 2000-2001, especially since there are so many outstanding, creative and hard working people in this Chapter. The Awards Committee were very generous with their gifts. I enjoyed the flowers for the week. My *signed* copy of Sibley's *Guide to Birds* stays at home where I look up and try to identify the birds that I have seen that day. The beautiful metal bookends are a great addition to my personal library and I will have lots of fun spending the Williams & Sonoma gift certificate for $100.

I have been a member of the Chapter for over 16 years and have been active for approximately 13 years. I started out in a very small way as the chair of the Government Relations Committee. I quickly realized what a great group of people were in the Chapter and how much fun it was working with them. It felt natural to stay involved and volunteer for more responsible positions. Throughout the years, no matter what committee I have served on or chaired, I acquired skills that have helped me in my job. I met people on committees who became dear friends. I felt encouraged to think creatively about ways to improve the services and benefits to our members. I know that along the way I made some mistakes too, but I always knew that I had the support of friends and colleagues to help resolve any situation. I can truly say that I have received more from my involvement in the San Francisco Bay Region Chapter than I have given.

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Building Career Partnerships

Program Notes

September Dinner Meeting with Wired editor Goerge Shirk

by Trudy Levy

Remember "Desk Set" - where Katherine Hepburn and her researchers out perform Spencer Tracy's electronic brain in speedily finding correct answers? **George Shirk**, our speaker for the September event, also recounted a similar story about researchers from his early days in the print medium who found the information that he required fast and completely. Neither of these stories of speedy research hold a candle to our own **Mary Keba** who demonstrated fast research and a good dialing finger as she replaced one event venue with another and notified us all in less than 12 hours. The day before the September event was to occur, Mary arrived at her office to find a voice mail message from Gabbiano's Restaurant, the SLA venue for the next night, announcing it had closed it doors. By that afternoon, she had found Lavash, near to the former venue so travel plans did not need to change, talked them into taking on the task of delivering a dinner for more than 80 people on a 24 hour notice, and notified all 80+ people about the change of venue. Now that is fast !

Dinner was not quite so fast, but it gave us all time to discuss our amazing membership and its ability to deliver, as well as provide support for each of us. It also gave **Maggie O'Brien** time to introduce the three people responsible for successfully pulling off the September event - Mary Keba, **Chris Orr** and **Bruce Thomas** and present Mary with a huge bouquet in appreciation for her great job. Maggie also introduced the rest of the head table who included **Linda Vida** to whom Maggie presented the 2000/01 Chapter Award for Professional Achievement award enormous contribution to the profession, Linda's husband and her mother. Linda's achievements for which she was being honored are best described in **Jeanne Fong**'s article in the September/October issue of the Bayline, from which Maggie read. Here is Jeanne's summation. "Linda was there for us, giving generously of her time, encouragement and advice. She has always been a positive example and never one to rest on her laurels. Her personal touch influenced our development as professionals and in our personal lives." Then Chris Orr, Program Chair, introduced our speaker George Shirk, Editor-in-Chief, Wired News (//www.wired.com) to speak on "News in the Age of the Internet " and we went back into Hyperdrive.

George's background includes both print medium and the Internet and he quickly took us through his version of the evolution of news and communication mediums. In the 20 some years he has been a journalist, the US news palette has increase more than five fold. Most of this increase is due to the availability of new mediums rather than an increase in actual sources. While there may be fewer newspapers in individual cities, the cities' readers can now read papers from around the world - online. Radio news and newspapers may have almost disappeared, but cable TV and George's current medium, the Internet, have become global in scope both in allowing viewers access to more sources and in providing more viewers for each source.

As George demonstrated, as an editor he can customize his content by delivering it via the Internet in at least six languages, customized for the local culture, while his viewer/reader now has more control and influence in the content they choose to see. In this "component" storytelling, the reader/viewer creates his own news experience by combining video clips, radio clips, animation, photos and printed word. In fact , George's readers are actually producing some of his content by posting to discussion groups which are included as part of his site Wired.com which is also Lycos Network and

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Calendar

NOVEMBER

2-5
California Library Association Annual Conference, Long Beach, California, November 2 - 5, 2001. Contact: CLA, (916) 447-8541.

4-8
Internet Librarian 2001, Pasadena, California. November 4 - 8, 2001Contact: Information Today, (609) 654-6266.

8
San Andreas Chapter Dinner Meeting. Speaker will be Roger Summit. Contact: Libby Trudell, (415) 254-8245.

13
Microsoft Silicon Valley Campus Tour, Mountain View, California. Contact: Lee Pharis, (650) 688-7141.

15
Chapter Dinner
"Usability for the Web" by Drue Miller, Information Design Specialist Thursday, November 15, 2001 5:30-8:30pm (5:30-6:15 drinks and schmoozing; 6:15-7:15 dinner; 7:15-8:30 announcements & speaker) Uncle Yu's Szechuan 999 Oak Hill Road Lafayette, CA 94549

DECEMBER

5
Tempered Radicals: Change Agency in the 21st Century Organization , Special Libraries Association Virtual Seminar Series. 11 a.m. - 12:30 p.m. Pacific Time. Contact: SLA, (202) 234-4700.

JANUARY

23
Wed Jan 23, 2002 - NOCALL Business Meeting, Marine's Memorial, San Francisco

To list an event contact Jaye Lapachet at 650-205-0744 / 415-259-0981 or jaye@calalum.org. Calendar events are updated bi-weekly at http://www.sims.berkeley.edu/sfsla/.

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Plastic.com (discussion groups). He described it as a "media of one".

He did note that the journalism craft had not changed. It still required "clear writing, solid reporting, speed" combined with "careful editing and speed." The technology did help, though sometimes it moved faster then editors could catch. He nicely shared with us a few strange and humorous "bloopers". He also noted that the Net is still a really young medium, barely 7 years old, and for all practical purposes, is not yet regulated. It will probably not remain that way, but how it will be regulated is still not clear. There is the issue of filtering sites, copyright and the basic structure as developed by ICANN which is not too clear in its own purpose. But as George showed us, the future is here and its potential for disseminating information of all kinds is exciting and enormous.

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THE BAYLINE

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

January/February 2002
Volume 72 Number 3

President's message from Maggie O'Brien

Happy New Year! Welcome to 2002!

I hope you all had a wonderful holiday season and are looking forward to an inspiring New Year!

Have you made any resolutions? Broken them yet?? After making and breaking resolutions then feeling terrible about it, I resolved several years ago to try a new approach. Instead of making resolutions, I list what I am aiming for in the New Year and then reflect on what I accomplished the previous year. One of my best friends and I have a special dinner in January to review our "Aims and Accomplishments" lists from the previous year and talk about our plans for the New Year. So often, what I thought was compelling at the beginning of the year changes significantly by the end of the year. One may say Resolutions vs. Aims and Accomplishments, it's just semantics, but to me, positive steps, no matter how small, are worthy of recognition and celebration.

Also worthy of recognition are all of the dedicated and talented individuals in our Chapter who generously donate their time so that our Chapter runs smoothly and we have ample opportunities to network and learn. In addition to the Board and Advisory Council (see page 2) and our many members who serve with them, there are a few people who make contributions but are not part of a committee. One such unsung hero is **Mark Mackler**, who, for many years, has been monitoring our Chapter's post office box and ensuring that we respond to inquiries quickly and professionally. This unofficial, yet crucial responsibility is just one of the myriad ways that Mark has contributed to our Chapter over the years. Thanks Mark for your unfailing support!

I also want to give special thanks **Debbie Sommer**, **Helen Suomela Tyrell** and **Steve Cooney** who have extended their commitment through June, to keep our Jobline up and

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inside...

- Learn usability for the Web, page 7.
- Catch up on the latest Chapter **gossip**, page 11.
- Meet our **new members** on page 13.
- Read about the latest Chapter **meetings**, page 17.
- Peruse the **minutes** of the latest Chapter Executive Board meeteng, page 19.

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Special Libraries Association

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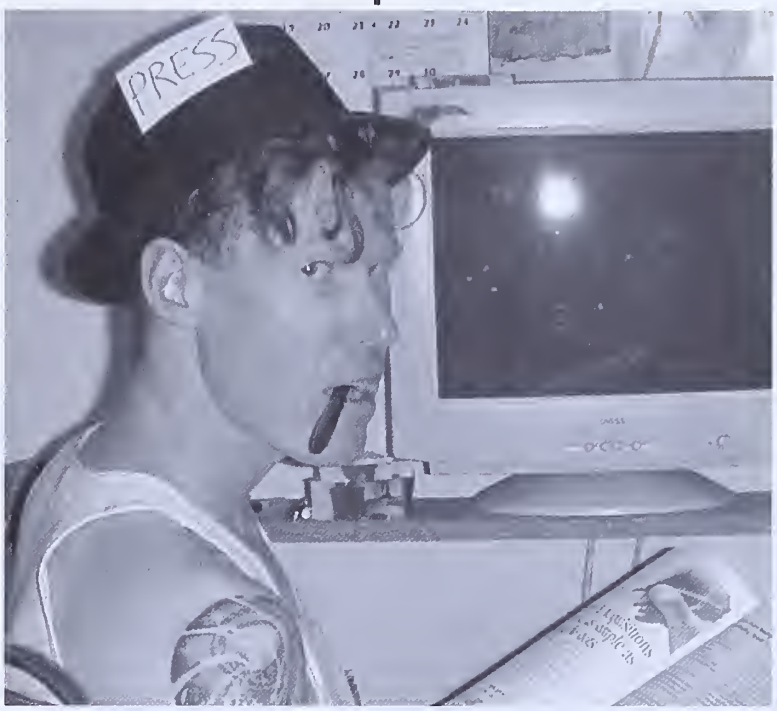
From the editor's desktop...



A happy and safe New Year to everyone. I have heard it said that librarianship is a career fairly unaffected by recessions, but I know a lot of us who work in the private sector are starting to feel the pinch. Here's hoping for better economic times ahead.

I thought I might do something a little sneaky: continue the NetTalk column vacated by **Kate Manuel** and press into duty **Vivian Kobayashi** and **Rita Evans'** terrific article on the November 15, 2001 SLA Dinner Meeting. Detailing the content of featured speaker Drue Miller's presentation, it is a very solid article on designing Web pages for usability.

Marlene Vogelsang and **Cynthia Bennington** weigh in as

Continued on page 18

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May/June	April 5
Sept/Oct	August 3

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President's Message continued from page 1

running. Big kudos to Steve, who is pulling a "double shift" and doing an excellent job as our Bayline editor! Thanks to you all!

Members in the News

Our Chapter members are also in the news. The November 15 edition of *Library Journal*, ran an article, "Planning for Continuity", written by former SLA president, Susan DiMattia. The article focused on emergency preparedness plans in special libraries, especially in light of the events of September 11. The article features many SLA colleagues and includes interviews with local members **Marlene Vogelsang**, **Cindy Hill**, and **Eugenie Prime**.

Mark your Calendars

The Program Committee, the Hospitality Committee, Fundraising and Professional Development have been working hard to organize events for us this year. Upcoming activities include: An evening meeting with Linda Absher, the Lipstick Librarian on January 31, and our Spring Professional Development program with Pat Wagner on February 13. Our March 19 dinner meeting will feature a software engineer from Google. Please check the Bayline calendar for more events and the Chapter Website for further details. SLA's Annual Conference is in Los Angeles this year from June 8-13. The SF Bay Region is in charge of the California Chapter Reception. **Karin Zilla** is already hard at work coordinating this event.

More Thanks

- To **Wess-John Murdough** for his work on the successful SIMS Student Reception held at the UC Berkeley.
- To **Marlene Vogelsang** and **Terry Richard** for the November tour of the UC Berkeley Environmental Library and the exhibit 10 Shades of Green.
- To **Nick Robinson** and **Linda Yamamoto**, who keep us informed via the Website and Chapter email reflector..
- To **Bruce Thomas**, who is hard at work on our new Chapter Membership Directory.

We Need You

Are you interested in having fun, making a contribution and learning valuable skills? Soon, President-Elect **Tamara Horacek** will send out her formal request for volunteers. There are lots of opportunities—requiring varying amounts of time. Do you have 1 hour a month? Two days a month? Could you help fundraising make 5 phone calls? Write an article for the Bayline? We can find opportunities for anyone interested for any amount of time.

Winter Meeting 2002

Later this month, Tamara and I will be winging our way to Chicago to attend the SLA Winter Meeting 2002 where we will observe the Association Board in action and participate in the Leadership Development Institute. We will send you an update via the discussion list while in the windy city. If you have any questions or issues that you want Tamara or me to bring up at this meeting, please let us know.

So, what would you like to aim for this year? Take a Spanish class? Join a book club? Learn how to skin dive? Have lunch with a colleague you have lost touch with? Smile more? Take better care of your health? Spend more time with your kids? Volunteer? Whatever you do, I wish you a very happy, healthy and fulfilling New Year and I hope to see you at a Chapter event soon!

Maggie O'Brien
mobrien@schwabfoundation.org

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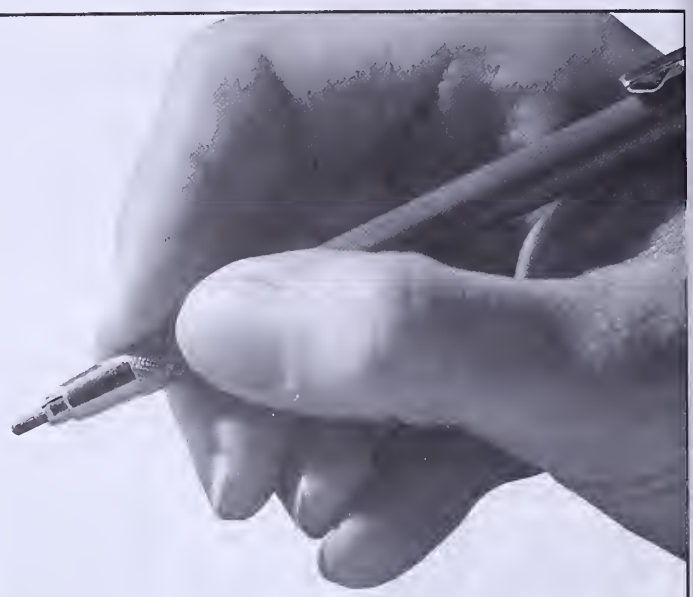

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NetTalk

SLA Dinner Meeting with Drue Miller: Designing Usability for the Web

by Vivian Kobayashi and Rita Evans

Long on BART we traveled (or long the traffic we tarried in), journeying to far suburbia for our November dinner meeting - we were off to Uncle Yu's in Lafayette to hear all about usability for the web!

Drue Miller, information architect and web designer, presented many elements to consider when we think about "Usability for the Web" at the SF Chapter's November meeting. Showing tenacity and grit as she wrestled with a stubborn tabletop projector (the projector won), she shared her experiences in pushing clients to look at usability as an essential part of the design process, not simply an adjunct to be tested at the end.

Drue's talk comprised several parts. First, she responded to members who had submitted questions in advance. Next, she outlined usability methodologies and the advantages and disadvantages of each. She concluded with a discussion of usability testing.

Questions from Chapter Members

The first question submitted asked about lessons learned about who the web audience is. Drue pointed out that we have access to a lot of quick, cheap data - web logs, those dreaded uninformative 404 messages, and referring URLs. Underneath the dry data is user information such as the kind of terms being used in queries, platforms and browsers being used and navigation information about where the visitor was before visiting your site. Feedback should always be reviewed, as should call center logs (for those unfortunate visitors who couldn't use the email feedback function and who then cared enough to call - someone that motivated should be heard!)

Next she addressed prioritization of goals: what do you do when your audience seems to be split into different types of users? First, consider users' needs in light of organizational measures of success or goals: is the web site there to convey information and relieve pressure on a call center, or is it there to get people to buy things? Is it important that today's casual visitor may be tomorrow's buyer? Always assume that there is more than one kind of user, some of whom are entry-level. Provide appropriate types of help for different users, such as navigation aids including breadcrumbs and site maps.

We all know lots of reasons not to use Flash, but are there any pros to using them? Drue noted that while Flash can be beautiful and engaging as an intro it's more likely to be a barrier and an obstacle for users. If you use it, a "Skip Intro" button is essential, particularly for repeat visitors to a site. Plug-in technology can crash browsers - avoid it.

Are there special considerations for usability to build into portal design? The issue of information overload is critical, Drue said, since there is such a large volume of organizational information in many cases. You can try to apply the "no more than seven to nine items in a list" rule, but within organizations, that rule often doesn't apply. One approach is to ask how important it is to show levels of structure - does showing a second level help the user or overwhelm them? Is your home page a glorified site map? Have you considered multiple paths, such as site tours aimed at users with different levels of experience? If the organization experiences a lot of change, make sure the portal and home page structure allow for frequent updates and flexibility to deal with different scenarios.

What if you work in a geographically dispersed location where it's hard to get people together for a phone conference? Drue addressed usability testing, saying to test locally, deploy globally. When choosing testers, have people that represent different

Continued on next page

Nettalk continued from previous page

levels of the organization, including, if possible, one of the "Cs" - CIO, CEO, COO, CKO. Get some newbies and some old hands. Be sure you're talking to representative users, not portal project managers and participants.

Asked to comment on Jakob Nielsen's statement on using five users for testing, Drue said you can learn a great deal from a fairly small number of testers, and she prefers 6-12 individuals. How much to test is a matter of time and money, as it takes about two hours to set up and break down the testing environment and the testing itself usually takes 50-55 minutes.

A final question asked for Drue's response to Nielsen's latest book, where he lists 113 guidelines for homepage usability. She laughed, and said that while she hadn't yet read them, she was pretty sure that she, too, could come up with 113 if she thought about it. Maybe, she suggested, Nielsen' s $10,000 fees for simple site analyses is causing a bit of "Rock Star" syndrome.

As alternative, Drue offered the following short list of usability guidelines:

- Let users' goals drive your design goals. You may not be able to meet all goals but have a clear understanding of goals before trying to design a site.
- Your customer probably isn't the user, so don't confuse the two.
- Develop "branding" before designing the site. It's critical to have a fairly set "brand" for managing the editorial "voice" and language on the site.
- Make navigation clear and consistent. Assume users will get lost so the site design should help them understand where they are when at your site. What will help users? Customized 404 message pages, navigation back to the home page, site maps, explanatory error messages, re-displays of forms rather than forcing a user to hit the back button and re-enter information help to make your site easier to use.
- Give users a way to contact you. Don't hide the email address, and make sure it goes to the right place.
- Develop a standard version x.x browser and hold to it but test on different platforms. Type size on Linux and Solaris platforms may be unreadable so be sure to test on Mac and Unix.
- Don't try to be cool because cool doesn't last.
- Test, test and test again.

Users come to a site with a lot of different goals, and you need to take some time to consider what they might be. Are they just looking around? Maybe they're comparing it to similar sites. Perhaps they're ready to buy. Is it easy to set up a profile? Is it even easier to call up an old one if you've been there before? What if they're looking for something they found on a previous visit - will they find it again? And what about the poor souls who have stumbled into your site by mistake?

Testing for Usability - Methodologies

Usability testing involves discovery, where you learn about your audience, and evaluation, where you look at whether your design is working. Consider the following methodologies and think about your particular situation and environment. A combination of elements from the different types may work best for you. Some methodologies:

- Ethnographic observation
- Contextual inquiry (i.e., interviews)
- Surveys and questionnaires
- Focus groups
- Participatory design sessions
- Task analysis
- User-client communication and log analysis
- Heuristic evaluation
- Walkthrough
- User testing

Ethnographic observation - Watching what people actually do in their work. Often videotaped to capture details.

Advantages: Great way to uncover the way people actually work, what they use to find information, etc.

Disadvantage: You may misinterpret what you see, and if videotaped, the camera may cause people to act differently.

Contextual inquiries (interviews) - Face-to-face interview, often in the user's workplace.

Advantages: You can ask about anything that's ambiguous, or get additional detail about user comments.

Disadvantages: You're very dependent on the users being honest and candid. This is a very time intensive, and hence expensive, way to gather information.

Surveys and questionnaires - List of questions that users answer on their own.

Advantages: Test givers do not have to be present. This is an easy way and inexpensive way to gather a lot of data, and with large sample sizes, it may be easier to detect patterns.

Disadvantages: Results are from a self-selecting audience; "professional" survey takers may not be representative of typical users. Results do indicate the users' intentions, and you can't ask follow-up questions to resolve this.

Focus groups - Group is asked for opinions about products, services or ideas.

Advantages: Good for concept validation. It's fun, with the positive aspect of group interaction.

Disadvantages: Opinionated, domineering members influence the group to the detriment of the shy participants. A skilled moderator can help keep users on track and "manage" contributions from everyone.

Participatory design process - Users are part of the design team and participate in design exercises.

Advantages: Provides for tremendous user input. An example was given of a church design where the architectural design team involved members of the congregation in many ways. When the design came up for a vote, there was an 87% approval of the design, partly due to a strong sense of ownership.

Disadvantages: It can be difficult to reconcile the many viewpoints that are brought to the table.

Task Analysis - Breaking down task into discrete steps. This involves direct observation and interviews.

Advantages: Good for streamlining processes and identifying those suited for migration to the Web.

Disadvantages: Observation and interviews make this expensive and time-consuming.

User-client communication and log analysis - Analyzing communications between users and site administrators.

Advantages: You get direct feedback from users in their own words. Logs provide ways to identify and fix bugs.

Disadvantages: You get a lot more negative feedback than positive.

Heuristic Analysis - Experts evaluate the site.

Advantages: Quickly identify obvious things that may create problems.

Disadvantages: Experts are not the as the site's users.

Walk-throughs - Evaluation based on someone actually going through the site.

Advantages: Multiple evaluations can quickly identify problem areas.

Disadvantages: It can be difficult to find qualified testers, and an expert is never the same as a user.

User testing - Putting users in front of a design and watching them use it.

Advantages: This is what happens in the real world!

Disadvantages: Very time-consuming.

Design realistic tasks for testers to perform and test with a prototype. Prototypes may be paper prototypes or clickthroughs. Drue strongly cautioned against taking the prototype to production. She advises that once testing is done and modifications are made, that the site be built and coded from scratch. Consider outsourcing the testing function. User testing can be time consuming and expensive but well worth the effort particularly for major redesigns and new sites.

Planning, scripting and reporting are the three

Continued on next page

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major elements in user testing. Planning involves tasks and logistics as well as providing executive summaries for sources that are funding the testing. Before testing, be sure to have a script so all testers will have the same set of questions and/or tasks and ensure the moderator reads the script so as not to introduce any bias. The script should contain an introduction and questions that aren't perceived as testing a user's intelligence. Final reports should pay attention to those areas where most of the people had similar experiences. It should repeat the goals and account for any unusual findings.

Testing facilities need to be quiet and allow for observation of the user. Test sessions are often videotaped so evaluators can go back and examine exactly what the users were doing. A moderator should focus on the users while someone else takes notes. The Bay Area has a number of facilities that can be rented if you don't have an appropriate place where you work.

In conclusion, Drue reiterated that usability is an integral part of any effective design process, and the guidelines and methodologies she shared with us can be part of the process of developing good, usable web sites.

For more details on the methodologies, and for images of a good usability testing set-up, see Drue's presentation at
www.drue.com/sla.

Thanks go to Mary Keba and Brian Quigley of the Hospitality Committee for handling reservations and making arrangements for our fine Chinese dinner.

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Kaleidoscope

by Elyse Eisner

Linda Suzuki is the new branch manager of the Western Addition Branch of SFPL (near Japan Town). She's very excited about the move. Linda says, "In addition to a large Japanese American population, there is a significant Russian emigre population, and of course this is a major Black community as well. There will be a new beginning librarian starting there as well who is fluent in Japanese. I'll be spending my spare moments brushing up on my 'conversational Japanese'!" Congratulations to Linda on this new position.

Also recently promoted was **Janet Camarena** of the Foundation Center San Francisco. Janet is now Director of the Center's San Francisco office. She has been at the Center since 1995. One of Janet's recent achievements was the coordination of a program called "In the Know: Foundation Librarians Reveal their Search Secrets & Tools of the Trade." The program was given on November 16, and a total of 20 Bay Area foundation librarians participated, including chapter members **Jane Levy** (Marin Community Foundation), **Elisabeth Green** (David and Lucile Packard Foundation), **Derek Monypeny** (Charles and Helen Schwab Foundation), and Janet. The program consisted of a "cyber-tour" of online resources for grantmakers on the Foundation Center's website and a panel discussion in which foundation librarians spoke about search engines and search strategies.

Retired member **Barbara Newcombe** was elected in April to the Oakland Public Ethics Commission and given a seat on the Sunshine Committee, which tries to focus on violations of the Oakland Sunshine Ordinance in matters of open meetings and public records requests. She also volunteers at the Oaklanders Assistance Center, run out of the Mayor's office. Barbara is also very active with the League of Women Voters. She reports, "Currently I'm working hard to help get a 'Guide to Oakland Government' into print; put on a workshop on the Ralph M. Brown Act (open meetings at the local level); help a task force examining Oakland City Boards and Commissions and their overlapping functions. These projects are interrelated and that makes it both easier and frustrating. All this seems so far from SLA, but it isn't. My past is terribly useful in the present. Library skills are eternally reusable."

Congratulations to **Eris Weaver**, who has been admitted to the Academy of Health Information Professionals. Sponsored by MLA, the Academy acknowledges the professional achievements of its members by awarding points for such professional activities as publishing articles, presenting or attending professional development programs, and attending conferences. Most of Eris's points came from her SLA activities such as editing The Bayline and working on professional development programs.

And further congratulations to Eris for her September 23 wedding to her partner, Leslie, at the Isis Oasis in Geyserville where they met.

Sadder news: Fireman's Fund Insurance closed its library at the end of October for economic reasons. The company is outsourcing its research function, and manager **Lori Deibel** is remaining indefinitely to oversee the transition. Librarians **Linda Aldrich** and **Diana Spaulding**, who shared a full-time position, are now at leisure. Linda is enjoying her time off, completing some home projects and relaxing until the holidays are past.

Busy **Reva Basch** is about to get back on the speaker circuit after taking a year off, during which she swam with sea turtles, sea lions, and penguins off the Galapagos islands (and got nipped on the finger by a penguin) and took up quilting. Reva is Webmistress for the Pacific Piecemakers and just finished her first sampler of twelve traditional quilt blocks. Reva is also Executive Editor of *Information Today's* Super Searcher series, which will publish Super Searcher, Author, Scribe in January (Reva says, "Note the John le Carre reference in the title"). The forthcoming book, by Lorraine Page, contains interviews with mainstream authors and some of their research assistants. Reva is also planning to be the keynote speaker for Websearch University, to be presented by Online during the coming year.

Continued on page 14

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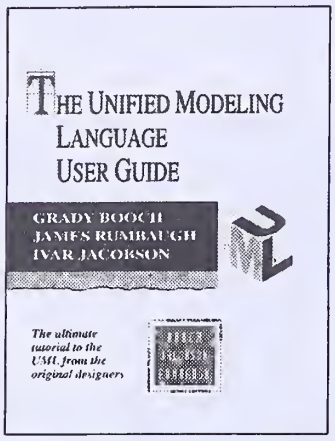

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Building Career Partnerships

New Members & Membership Renewal Update

by Tamara Horacek

We want to encourage all of you with expiring memberships to please renew as soon as you receive your renewal notice. This will help avoid possible postal delays and a potential lapse in your services.

If you are considering not renewing your memership because you find yourself temporarily between jobs, you are eligible to take advantage of a 50% discount off of the annual membership dues. This discount is limited to a one year period, is not renewable, and does not apply to extra chapters, divisions or caucus affiliations. Be sure to renew before your expiration date, because this discount is only available to current SLA members.

Among the many benefits of membership is full access to SLA's Career Services Online which includes access to the SLA Virtual Advisors, email notification of new job listings, and valuable resources and tools to enhance your job search.

I would like to extend a warm welcome to the following new members: **Lincoln Cushing**, at the Institute of Industrial Relations Library; **Shirley Hallblade**, at the Vanderbilt University Graduate School of Business Jackson Library; **Joe Reifer**, a Knowledge Manager at the Schwab Foundation; **Elizabeth Azinheira**, at the Dolby Laboratories Technical Library; **Ulrike Porat**, at Factiva; **Eric Montes**, a student; **Mary Parks**, at the Simpson Gumpertz & Heger Library; **Bessie Barnes**, at Business Wire; **Vickie Sanders**, at the O'Connor Hospital Medical Library; **Milya Jacobson**, a San Jose State student; and **Jennifer Eng** at the Chiron Library. I look forward to meeting all of you at an upcoming event!

Mentoring Opportunity: Milya Jacobson, a student at San Jose State, is looking for a mentor from either an academic or a corporate library. If you are interested, please contact Tamara at 415-558-0268.

For those of you targeting colleagues as potential new SLA members, here are a few more quick reasons to join SLA:

- Full access to SLA's Online Career Services
- Access to the Jobline
- SLA's Online Information Resources Center
- On-hand experts willing to share their knowledge via discussion lists
- A variety of ongoing learning opportunities

The strength of our chapter lies in our membership. In addition to targeting new members, we also need to concentrate on addressing the needs of our current membership. If you are curious about where we are headed as a chapter, check out the San Francisco strategic plan at
http://www.sims.berkeley.edu/sfsla/

Your comments and suggestions are always welcome.

If you have any ideas about recruiting new members, or if you are a new member and have not yet been contacted, please call Tamara Horacek at
415-558-0268

SLA: You don't belong to it, it belongs to you.

Continued from page 11

More chapter members on the platform: **Debbie Hunt** and **Jeanene Landers Steinberg** were speakers at the Internet Librarian 2001 Conference in Pasadena. Jeanene spoke on "Scoping a Web Project" and described the redesign of the Schwab Foundation's website, including the user research that went into the planning of the new design. Check out her presentation at http://www.infotoday.com/il2001/presentations/Steinberg.pps. Jeanene also reports that SchwabLearning.org is featured in a new book, Adobe Master Class: Web Site Redesigns, by Darcy Dinucci. The chapter chronicles the user research and redesign process the foundation went through to relaunch its site. Debbie's presentation was on "Cool Web Tools". You can see a summary of her talk and links to the tools she discussed at www.exo.net/informationedge/cooltools. The most fun part of the presentation for Debbie was that the venue was the Pasadena Civic Auditorium, a restored Art Deco theatre from the same era as the Paramount in Oakland. The Auditorium has been the venue of the Emmy Awards in the past and it was neat to be on stage and look out into that grand space.

Got news? Send it to Elyse Eisner at
eeisner@taylorlib.com

Call for Nominations for the San Francisco Bay Region Chapter Professional Achievement Award.

Deadline for nominations: April 1, 2002

The success of our chapter depends on the effort of our members. I think you will agree that the San Francisco Bay Region chapter has been hugely successful in serving our members throughout the years with thoughtful programming, timely professional development workshops, interesting newsletters and engaging opportunities for networking and having fun together. All of these services are the result of the work and effort of our volunteer membership.

We all know chapter members who make outstanding contributions to the chapter through their contributions of talent, time and energy. Our Chapter Award for Professional Achievement is a way we can acknowledge and recognize these contributions.

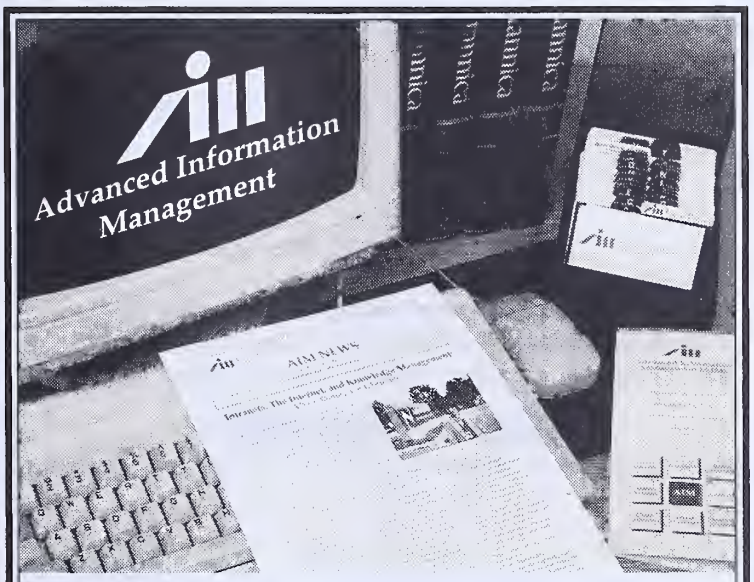
Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovation at the worksite and mentoring activities.

Linda Vida was the 2001 award winner. Other recipients include **Cristina Campbell**, **Richard Geiger**, **Debbie Jan**, **Tim deWolf**, **Terry Dean** and **Angie Brunton**.

You can nominate a fellow member by Sending in the nominee's name, your nme, signature, and date, attaching pertinent biographical data about the nominee and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Nominees should be a current or retired member. Members of the current Executive Board and the awards committee are ineligible for nomination.

Please forward your nomination in confidence to:

Marlene Vogelsang
Pacific Energy Center
851 Howard St., San Francisco, CA 94103



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The SLA - SF Electronic Discussion List: Join the Discussion

By Deborah Hunt

Editor's note: yes, the observant will notice that this information did run in the last issue, but it is well worth running again- who knows who may have missed it?

Communication among San Francisco Bay Region Chapter members is easy due to SLA-SF, the Chapter's electronic discussion list. SLA-SF is provided by the Chapter and allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession. The list is active, but won't fill your email inbox to overflowing.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter announcements. The reflector is maintained by **Linda Yamamoto**, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address.

The simple directions to subscribe to SLA-SF, as well as the list guidelines, are posted at:

http://sims.berkeley.edu/sfsla/organiza/disc_list.html.

If you are not sure you are subscribed to the list or you need assistance, you can email Debbie Hunt at

dhunt@exploratorium.edu.

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SLA Events Update

Viewing of the Green

by Marlene Vogelsang

Are you interested in "green"? Green as in sustainable and environmentally sound design? The November 29 tour of the Environmental Design Library at UC Berkeley and the Ten Shades of Green exhibit at the UC Art Museum attracted twenty chapter members and friends.

Sue Koskinen, reference librarian at the Environmental Design Library hosted the first part of the tour. The Environmental Design Library, noted as one of the best architecture, landscape architecture and city/regional planning libraries in North America, is in temporary quarters on the 5th floor of the Moffitt library on the UC campus. Its home in Wurster Hall is being seismically upgraded.

The library has over 180,000 volumes and subscribes to nearly 1000 serials from all over the world. Of particular interest is the folio collection that features old and beautiful prints and photographs of buildings and interiors of noted design.

Sue noted that although reference requests have dropped somewhat, due to the fact that the library is not in the same building as classes and studios, the staff has actively reached out to professors and students by offering extensive bibliographic instruction and research skills training.

We have been invited to return for the grand reopening when retrofit is completed and the library moves back into Wurster Hall.

A short hike across campus brought the group to the University Art Museum. Docent, and architectural grad student, Robert Marcial, who had recently visited some of the buildings in Europe, guided us through the 10 models and images that make up the Ten Shades of Green exhibit. Ten buildings, mainly European and mostly commercial, make up the exhibit put together by curator Peter Buchanon and Architectural League of New York. Concepts such as energy efficiency, recycling, high performance and life cycle costing make up the ten shades of green that these buildings represent. The exhibit prompted some discussion of the "greenness" of the buildings as well as the presentation of the exhibit.

More on the exhibit at
www.tenshadesofgreen.org

Tours Committee Chair, Terry Richards and committee member Marlene Vogelsang thank everyone who joined us. If you would like to suggest a tour venue, please feel free to contact Terry at terryr@well.com.

The Invisible Web Revealed!

By Cynthia Bennington

Joe Barker, coordinator of Internet instruction at the Teaching Library at UC Berkeley, was the informative speaker for the October 17 Professional Development workshop: The Invisible Web Exposed. When I first began hearing the phrase "invisible web" my reaction was something like "Oh great, just when I thought I had a handle on the internet…". When Mr. Barker brought up a third layer - the "opaque web" - my discouragement grew. However, by the end of our session, I had a clear understanding of these various layers and how they can impact search strategies and results.

The visible web is what we can see through the various search engines. Invisibility arises out of the limitations of those engines and their indexing programs. Search engine spiders periodically crawl static HTML pages. With the exception of Google which also crawls PDF pages, all non-HTML formats are excluded from coverage including any page that is dynamically generated. Script-driven pages (signaled by a question mark in the URL) are off-limits to spiders. Spiders can't type so they can't crawl pages requiring a password or completion of a form for access. Spiders are designed to look for text so they can't read image-heavy pages. Web opacity is due to shallow spidering where only part of a site is indexed, pages that are added after the site has been crawled, or to search results that

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are too large effectively prohibiting the user from ever accessing them all.

I think many of us realized that we already have been using the invisible web without knowing we were doing so. As Mr. Barker pointed out, you can either obsess about finding it or you can get on with your search. Just keep in mind that there is another dimension. To help cope with that other dimension, he outlined several strategies and tools for overcoming opacity and invisibility. These include directories of searchable databases such as www.invisibleweb.com, search engines, and searching tips and tricks. For additional discussion, recommended tools, and lots of other great information, visit:

www.lib.berkeley.edu/TeachingLib/Guides/Internet/InvisibleWeb.html.

Editors's Desktop continued from page 3

well with their accounts of the latest Chapter activities. **Elyse Eisner** catches us up with member professional activities, and **Jo Falcon** once again sums up the latest Executive Board meeting. Profound thanks to everyone who contributed. And for those who snuck in under and slightly beyond the deadline, rest assured you are in good company... I'm a little late getting this out myself.

One might notice that there are a few photos of your humble editor in this issue. Before leaping to conclusions about the Bayline becoming a vanity publication, let me explain: A) My roommate owns a digital camera, one of the perks of having access to the lost-and-found closet of airport shuttle company, and B) I had a bit of extra space to fill. I can neither confirm nor deny rumors of vanity.

"My Life as a Lipstick Librarian"
She's Bold, She's Sassy, She's Helpful!

SAN FRANCISCO BAY REGION CHAPTER
JANUARY PROGRAM MEETING

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SF Bay Region Chapter/SLA Executive Board Meeting Minutes, October 18, 2001

Pacific Energy Center
851 Howard St., San Francisco

Present: Maggie O'Brien, Marlene Vogelsang, Tamara Horacek, Steve Cooney, new Treasurer Nancy Adams, Jo Falcon.

The meeting was called to order at 5:37.

1. (&2.) Maggie welcomed Nancy Adams as new treasurer, stepping in to complete Kevin Canada's term. Her appointment was approved and seconded, with thanks.

i. The Chapter Officer Roster was approved with this addition.

ii. The Administrative Calendar was approved with a correction to the November tour, "Ten Shades of Green," which is at the UC B Art Museum rather than the Environmental Library.

iii. There were no changes to the mentor list.

3. Minutes of the August 21 Board and Council meetings were approved with a clarification in the Treasurer's report to the Council: amounts noted for earning on the CD are per quarter.

4. Treasurer's and Financial Report — Not all income has been deposited, since Nancy is not yet a signatory to the account. We are short only $400 on the hastily-relocated September meeting (when the $300 from fundraising is included), and are still supposed to get a refund from Gabbiano's of our $500 deposit. Credit card payments show some technical problems, and others due to human error and inattention to detail. We are working toward maintaining a profit and loss statement for each meeting in order to track and fine-tune expenditures. A question of whether we include the cost of flyers in this prompted a resolution to ask Hospitality to track how many registrations come by Web and how many by snail-mail. It would be in tune with the mid-year financial review and with the overall digitalization of SLA to de-emphasize flyers and snail-mailings, but we need input from Professional Development, Hospitality, and flyer artist Ella Hirst before ramping up to digital-only announcements. The budget as written shows an expected $8,00 shortfall, but so far all committees are coming in at or under estimates. The mid-year review in January will tell us more.

6. OLD BUSINESS

i. Chapter leadership training — people loved it, presenter Pat Fitzgerald loved us, it was very worth while. We may repeat this in two years.

ii. California Reception update - Maggie discovered that LA chapter mistakenly thought it was their turn. Their preliminary work may provide some shortcuts for Karin Zilla, who has talked to HQ and made some sponsorship calls already. She finds it a hard sell in this economy, but is moving ahead.

iii. The High Tech Forum is not happening. There were few registrations even before September 11, and in the aftermath, fear of flying and a troubled economy forced cancellation of the event.

iv. Jobline/San Andreas - President Catherine Starr is resigning, and President Elect Alyia Rose stepping up. In the circumstances, Jobline remains with the San Francisco chapter till she settles in.

7. NEW BUSINESS

i. Mentee reports

— Tamara: Bruce is about to start on the Directory, working again with Joe Langdon of San Andreas. They have the updated database from HQ and will document procedures for their successors. Steve and the Bulletin are fine. Deb Hunt has written a PR piece for the Bayline about the discussion list, and a footer with subscription information will appear on all Linda Yamamoto's announcements

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through the reflector.

— Marlene: nothing new with the Archives, Alice is still sitting by the phone, Professional Development had an excellent program on the Invisible Web with a good turnout at SF State's downtown center, and Tamara will send out the Hot Tips from that session. The next one will be February 13, with Pat Wagner.

— Nancy's mentees, Debbie Jan, Nancy Phelan, and Jennie Kanji were all away from their phones and/or had nothing to report.

— Jo left a message for Saundra, who is so together, she hardly needs mentoring.

— Maggie: Academic Relations will host a program at SIMS on December 6.

Program is on track, with nothing to report but a change of date from November 15 to 14 for the meeting with Drue Miller at Uncle Yu's.

ii. Program/May meeting - Maggie presented a letter from Libby Trudell of San Andreas, proposing that we celebrate the double coup of securing Roberta Shaffer as speaker and welcoming our own Bill Fisher as President by choosing a special venue, historic Ralston Hall in Belmont. It is more expensive than the airport conference rooms that are the best alternative, but seems worth it for a one-time splash Big Occasion. We may raise the price from its current $28, though sponsorship will still be required.

Maggie commends the committee on its fast start.

iii. Membership - HQ's figures from the end of June show only four new members and 54 failures to renew (though some will probably still come through). Part of this is due to the economic slump; some people are known to have moved, retired, or changed careers. Tamara is crafting a letter which will basically state, though more subtley, "thanks for your past support, we'll miss you, and disregard this if your check is in the mail."

iv. Minutes in Bayline — the Board is still of two minds on this: it has been traditional to include minutes, but this adds weight to newsletter, and it may not be getting read. The minutes are on the web.

Marlene and Tamara will check bylaws and see if a change is necessary - the requirement seems to be for an "account of meetings," not necessarily full minutes. However, those for 8/21 will be in the Bayline now going to print.

v. There was no Other business.

8. The next Executive Board meeting is set for Tuesday, Dec. 11.

9. The Midyear Financial review date cannot be set without Debbie Jan and the schedule for reports due from committee chairs, but will be toward the third week in January.

10. Reminder: the joint meeting of the Executive Board and Advisory Council is set for February 21, 2002.

The meeting was adjourned at 7:18.

Respectfully submitted, Jo Falcon, Secretary

Special Libraries Association
SAN FRANCISCO BAY REGION CHAPTER *est.1924*

The SF Bay Region Professional Development Committee Presents

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- What do great managers do?
- What is the organizational map?
- How can it improve project management success?

Pat Wagner and her husband own Pattern Research, a 27-year-old research and training business located in Denver. Pat has worked with libraries of all types for 22 years and was a speaker at the 2001 SLA Conference in San Antonio.

Date: **WEDNESDAY**, February 13, 2002

Time: Registration: 8:30 to 9:00 am
Program: 9:00 to 12:00

Place: San Francisco State University
Downtown Center
425 Market St., Room to be announced
San Francisco, CA

Cost: SLA members: $35; Non-members: $45
Students/Not Employed: $15
Morning refreshments will be served

For transportation directions, see: http://www.cel.sfsu.edu/catpro/home.cfm?selection=Rent#directions

Mail your reservations **NOW** to: Beth Graham, 2001 Pierce Street #44, San Francisco, CA 94115
For further information, e-mail megraham@mindspring.com

Deadline for reservations: **Wednesday, February 6.** **PLEASE NOTE:** Prepayment is strongly encouraged.

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Are you or your employer paying for your attendance at this program? _____

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Special Libraries Association
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San Francisco, CA 94126

Calendar

JANUARY

17
"Days of Thorns and Roses: Information Industry Outlook"
San Andreas Program.
5:30 a.m. - 8:30 p.m. Sun Microsystems Campus.
Contact: Libby Trudell,
(650) 254-8245.

18-23
American Library Association Midwinter Meeting
New Orleans

23
NOCALL Business Meeting, Marine's Memorial, San Francisco

31
Dinner meeting with Lipstick Librarian Linda Absher
5:30-8:30 p.m.
Mechanic's Instutute Library
57 Post Street, San Francisco
Contact: Sarah Cervinski:
sarah_c372@hotmail.com
(415) 379-3785

FEBRUARY

8
"On-the-Job Research: How Usable are Corporate Research Intranets?"
9:00 a.m. to 12 noon
Federal Reserve Bank of San Francisco, East Lobby, Interpretive Center, 101 Market Street, San Francisco. Contact: Wess-John Murdough,
415-623-2782 email:
wmurdough@aimusa.com

13
Think Like a Manager: Professional Development program with Pat Wagner of Pattern Research
9:00am-12:00 noon
San Francisco State University Downtown Center
425 Market St., San Francisco
Room to be announced

13
The Dynamics of e-Journals:
San Andreas Program.
5:30 a.m. - 8:30 p.m.
Mountain View Adobe House.
Contact: Libby Trudell,
(650) 254-8245.

MARCH

12
NOCALL Legislative Advocacy Day, Sacramento

19
Hors d'oeuvres meeting (speaker to be announced)
(609) 654-6266.

To list an event contact Jaye Lapachet at 650-205-0744 / 415-259-0981 or jaye@calalum.org. Calendar events are updated bi-weekly at: http://www.sims.berkeley.edu/sfsla/

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THE BAYLINE

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

March/April 2002
Volume 72 Number 4

President's message from Maggie O'Brien

Greetings and Happy Spring!

After the cold and freezing temperatures earlier this year, I am so looking forward to blossoms, sunshine and green! Spring is such a hopeful time; a time of renewal and reawakening.

Winter is often seen as the dormant time, but the activities in our Chapter tell a different story. We had a wonderfully fun and "fashion-forward" meeting in January with **Linda Absher**, the Lipstick Librarian. All attendees were treated to a free lipstick from BeneFit Cometics! With product names such as Hot Cross Buns and Wink, we were assured of proper color coordination! Many thanks to **Chris Orr** and **Peg LaFrance** of the Program Committee and **Mary Keba** and **Sarah Cervinski** from the Hospitality Committee who made the meeting such a success.

January is also when the SLA holds its Mid-Winter meeting. President-Elect, **Tamara Horacek** and I represented our Chapter at the meeting in Chicago. My concerns about landing in snow and ice were for naught as it was unseasonably warm in the mid-West that week. It seems the freezing temperatures, rain and snow were experienced by those back in the Bay Area.

The Mid-Winter meeting provides an opportunity for Chapter Officers and Division Chairs, Conference Planners, Caucus leaders and others to meet each other and attend the Leadership Development Institute (LDI) which includes workshops and forums for idea exchanges. We will be sharing more of these ideas, such as an online Chapter membership directory, with you and getting your input as well. Our Chapter newsletter was singled out at the Chapter Cabinet meeting as excellent! Congratulations to **Steve Cooney** and his team!

Others attending Mid-Winter from our Chapter were **Katherine Bertolucci** (past chair, LMD), **Bill Fisher** (SLA President-Elect), **Richard Geiger** (SLA Treasurer), **Cindy Hill** (candidate, SLA

Continued on page 5

inside...

- Are you a Lipstick Librarian? Find out on page 7.
- Catch up on the latest Chapter **gossip**, page 10.
- Meet the candidates for the Chapter **board elections**, page 14.
- Peruse the **minutes** of the latest Chapter Executive Board meeting, page 15.

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Special Libraries Association

SFSLA Bayline

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March • April 2002
Volume 72 Number 4

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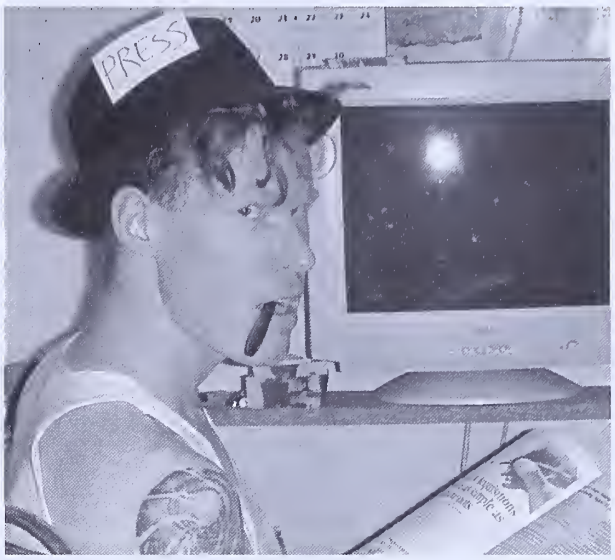
From the editor's desktop...



Welcome to the latest installment. It was great to see such a large turnout at the Chapter meeting Jan. 31- it would seem that the e-mail discussion list and ads here in the Bayline getting the word out about upcoming events as effectively as the flyer mailings, and saving money as well. Of course, I welcome feedback on this topic...

Rereading **Mary Keba**'s nifty write-up of our latest shindig with Linda Absher has made me eager for the next Chapter outing. As a relative newcomer, it was good to put some faces to names. A big hand to Mary, **Sarah Cervinski** and the rest of the Hospitality Committee for the food and ambience... Hope to see everyone March 19!

A reminder- this is your last chance to nominate a colleague for the Chapter's Professional Achievement Award. The deadline to send your nomination to **Marlene Vogelsang** is April 11.

Copy Deadlines for 2002

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Nov/Dec	October 5

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President's Message continued from page 1

President), **Tony Landolt** (chair, Baseball Caucus), **Linda Vida** (Chair-Elect, ERM Division) and **Wei Wei** (candidate, SLA Board).

In February the Professional Development Committee arranged an informative workshop with Pat Wagner. **Gina Castro**, PD Chair, and her team of **Debbie Jan**, **Cynthia Bennington** and **Beth Graham** have done a tremendous job of providing learning opportunities for our Chapter.

As of the deadline for this *Bayline* we were still pursuing a candidate for president-elect, but we did announce that **Mark Mackler** is our candidate for Assistant Director, Programs and **Bonnie Wildorf** in the candidate for Secretary. The official election will be conducted at our March meeting.

Speaking of our March meeting, current Assistant Director, Programs, **Jaye Lapachet**, has arranged for Mizuki McGrath from Google to come and share all the doings at a dot-com that seems to be doing a lot of things right! Will there be Google tchotckes? Come and find out!

Our joint Chapters meeting with San Andreas is scheduled for May 23rd at the beautiful Ralston Mansion in Belmont. **Roberta Shaeffer**, SLA Executive Director, is our featured speaker. What a great opportunity for our Chapters to meet and learn about the vision for our association. I hope to see many of our Chapter members there! Thanks to **Karin Zilla**, **Chris Orr** and **Jenny Kanji** for working with San Andreas' Program team to make this event possible.

Reminder: **Marlene Volegsang**, our past-President, is still accepting nominations for our Chapter Professional Acheivement Award. Submit your nominations to her by April 19th. Information about previous awardees is on our Chapter website.

I also want to thank our communications experts, **Steve Cooney** (Bayline), **Linda Yamamoto** (Chapter Reflector), **Deb Hunt** (SF/SLA Discussion List) and **Nick Robinson** (Chapter website) for keeping us well informed!

Good wishes for spring and don't forget mark your calendars for all of the upcoming activities.

I hope to see you at a Chapter event soon.

Maggie O'Brien
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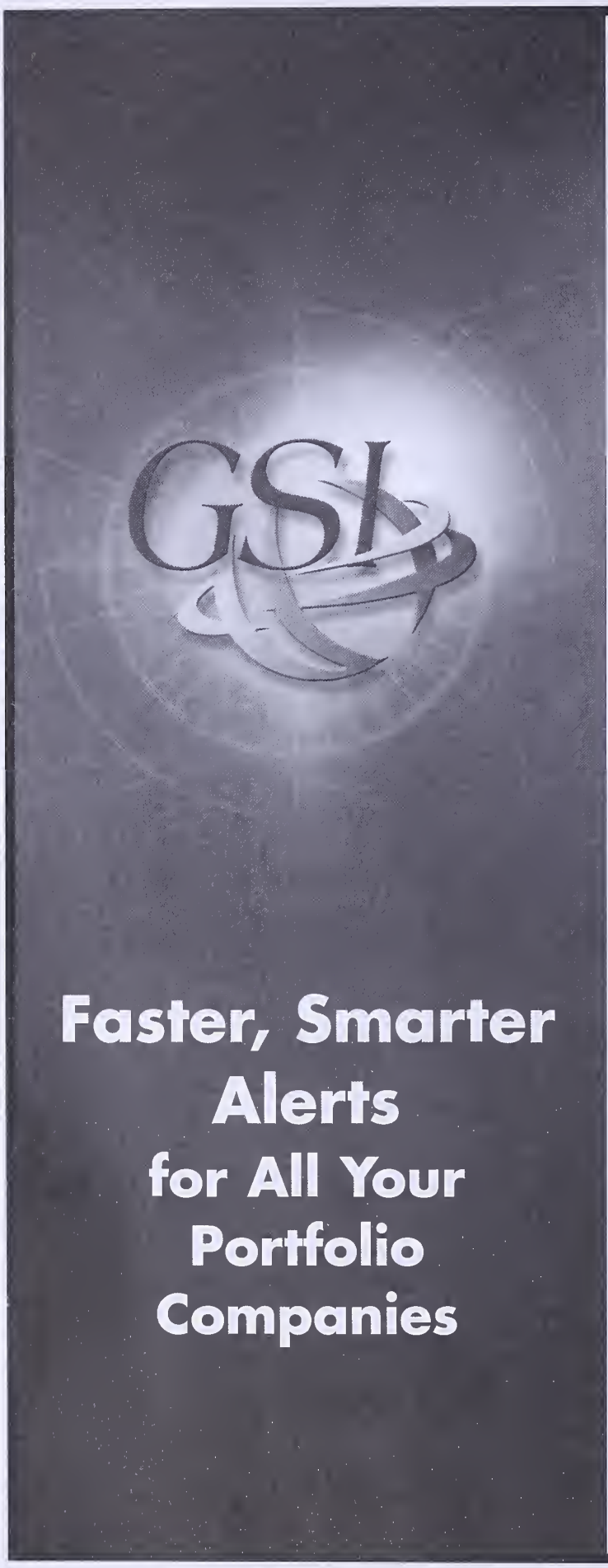

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SLA Events Update

My Life As A Lipstick Librarian: Chapter Meeting with Linda Absher January 31, 2002, Mechanics' Institute Library

by Mary Keba

Oh, excuse me...I was just refreshing my lipstick!

Having been a "lipstick librarian" myself since grad school, I eagerly awaited the January chapter meeting, which featured the one and only *real* Lipstick Librarian, **Linda Absher.** The Portland-based librarian for IBM kept the record number (over 90!) of members both amused and delighted as she told tales of her life as a lipstick librarian and the website she built around the fantasy, www.lipsticklibrarian.com.

Although Ms. Absher contends that she created the website for fun, it's clear that she's making a statement about the stereotyping we as librarians live with. While in Graduate school at UC Berkeley, Linda discovered that there actually were students who wore little black glasses and cardigans with chain clips, and therefore she became "The Bitter Librarian", choosing to befriend the cooler, more hip Li Sci students. She also wanted to find a library that allowed smoking!

Thus began her talk about librarian images, ranging from the time she went to a Halloween party dressed as the stereotype, to an incident at Golden Gate University where no one had to ask if she was the librarian it was so obvious.

The website itself, a product of insomnia and a very campy sense of humor, features a lovely 1950's lady with a banner "Lipstick Librarian" across her chest concealing the fact that the figure is actually one of those "I dreamt I was (fill in the blank) in my Maidenform bra" models, a popular yet ridiculous 1960's ad campaign. Among the other faces on the website, each one looking smart and oh-so fifties, is the late actress Cornelia Otis Skinner.

After you've explored the website and taken the LL test (Loved "How many cats do you have"?), read the bibliography, (strictly a hoax - do not try document delivery for these!!) and generally enjoyed it's off-beat attitude, you may wonder who actually e-mails the LL. Well, surprisingly, people who want to meet librarians - we have a fandom! People want to know what to say to us! There is a populace who loves the stereotype and finds comfort in it, says Ms. Absher, who admits to answering all of her e-mail. Even those that ask where certain shades of lipstick are available, or want to know the chemical composition of our favorite cosmetic.

Consider the fact that we may actually like the stereotype ourselves, if only to be able to say "glad I don't dress like that". To further our fabulous image, **Peg LaFrance** arranged for each attendee to receive a lipstick of his/her best color, compliments **of BeneFit Cosmetics**. At $14 a pop retail, a round of applause for Peg and BeneFit!

And the food...catered by **Café 52** was some of the best Middle Eastern this side of Cairo. The hospitality portion of the evening was arranged by **Sarah Cervinski**.

Also of note: **Wess-John Murdough** announced current nominees for Asst Program Director: **Mark Mackler** and Secretary: **Bonnie Wildorf.** The position of President elect is still open for nominations.

Image is from Linda Absher's site at www.lipsticklibrarian.com

SLA Upcoming Events

Network in Your Neighborhood

Circle Wednesday, April 17 on your calendar – that's the date for the **2002 Neighborhood Dinners**. This is a perfect opportunity to take part in everyone's favorite SLA activity – networking.

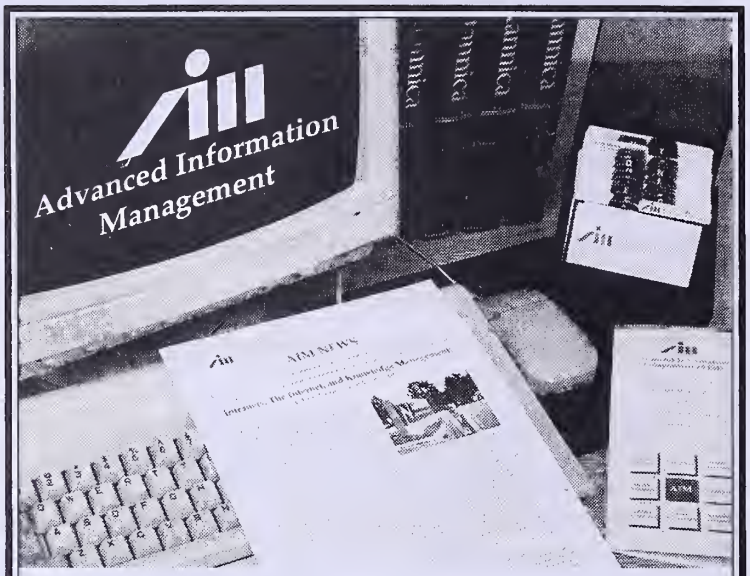
The Neighborhood Dinners debuted in April 1997, and have been a great success. If you haven't been to one, the idea is to allow members to gather in smaller groups than is possible at our monthly meetings, and to attend a dinner at a location convenient to their homes. A coordinator selects a restaurant, and interested members contact the coordinator directly.

We'll be having Neighborhood Dinners in the following locations:

SF - Noe Valley/Castro
SF - Potrero/Bernal Heights
SF - Richmond District – Gina Castro
SF – The Hills (Telegraph, Nob, Russian)
Marin/Sonoma
Alameda
Walnut Creek
North Berkeley/Albany
Oakland/Berkeley
San Leandro/Hayward

If you're feeling left out because you live in an area that's not covered by any of the groupings we've established and you'd like to organize a dinner, please let me know! We'd be delighted to add other locations if there's interest and someone willing to be the coordinator.

Watch for further information via the chapter reflector and web site.



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Kaleidoscope

by Elyse Eisner

News from the Marin/Sonoma dining group: As reported in the last issue, **Linda Aldrich** and **Diana Spaulding** were laid off from the job they shared at Fireman's Fund. Linda is now working at Belvedere-Tiburon library, and Diana is at Sonoma State (a much better commute). By the way, check out The Grateful Dead Reader, co-edited by Diana and her husband David Dodd (information at http://arts.ucsc.edu/gdead/agdl/gdreader.html).

Peggy Watson has been named Head of Branches for Alameda County Libraries. Peggy had been serving as manager of the Newark Branch since June and will also continue in this capacity until a permanent appointment can be made.

Marlene Vogelsang was honored by the San Francisco Chapter of the Association of Energy Engineers, a national organization of energy building professionals, as an "unsung hero" in the local energy efficiency industry and also as the "Energy Resource Guru of the Year". Marlene reports, "It was a special pleasure to receive this totally unexpected award. I have provided energy efficiency information resources to this group for many years... often on the phone and by email... and it was great fun to finally meet many in the flesh at the awards meeting."

Bonnie Willdorf got laid off from @hoc in April, 2001, just in time to work on the publishing, publicity and marketing of her husband Barry's first novel, Bring the War Home!, the story of a student activist couple testing their relationship and their beliefs as they attempt to organize antiwar Marines in Southern California during the Vietnam War. After many rejections from literary agents and publishers, most of whom found the book meritorious but couldn't figure out the market, Barry, a SF trial attorney, decided to publish it himself, and founded his own publishing company, A Gauche Press. Bonnie has spent the last eight months being the CEO and Marketing Director of A Gauche Press, and using her library skills to the max. Check out www.agauchepress.com to learn more about the book or email Bonnie at willdorf@ix.netcom.com.

Peggy Burnett has joined the Chiron library as a senior information specialist. Peggy is enjoying learning her way around a new organization and hopes to learn more about patent databases and sequence searching. Contact Peggy at 510-923-7749 or peggy_burnett@chiron.com.

Several Chapter members attended the SLA Winter Meeting in Chicago earlier this month: **Maggie O'Brien** and **Tamara Horacek** as Chapter officers, **Linda Vida** as chair of the Environmental Resource Management Division, **Richard Geiger** as SLA Treasurer, **Katharine Bertolucci,** representing the Library Management Division, **Wei Wei** as a candidate for Chapter Cabinet Chair-elect, **Ailya Rose** as San Andreas president, **Cindy Hill** as a candidate for Association President, **Tony Landolt** representing the Baseball Caucus, and of course **Bill Fisher** as SLA President-Elect. At a meeting of the Chapter Cabinet, our own Bayline was cited as an outstanding example of a Chapter newsletter!

Got news? Send it to Elyse Eisner at eeisner@taylorlib.com.

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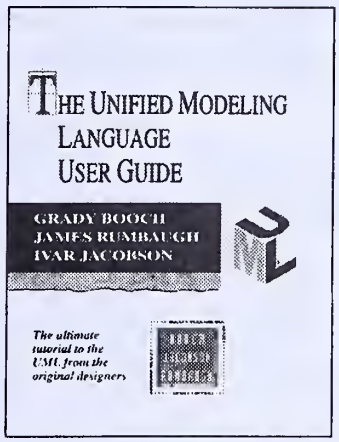

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Building Career Partnerships

San Francisco Bay Region Chapter Board Elections 2002-2003

The Nominating Committee is pleased to announce the slate of candidates for the 2002-2003 Board Election. The slate has been approved by the Executive Board.

Secretary: Bonnie W illdorf
Assistant Program Director: Mark Mackler

About the candidates:

Bonnie Willdorf

I accept the nomination for the office of Secretary of the San Francisco Bay Region Chapter of SLA, 2002 to 2004.

I graduated from Berkeley with an MLS in 1976 and worked in public libraries for a few years. After long mothering hiatus, I was hired by Alumnae Resources to be the Resource Center Director in the Fall of 1990, a position I held for 9 years. After leaving AR in the Fall of 1999 I was hired as Director of Content for a start-up business-to-business Internet company named Andiamo. After they folded because of lack of funding in the Spring of 2000,I was hired as Sr. Content Manager at @hoc, where I built a catalog of over 2000 consumer Web sites to sit behind their toolbar. When their business model changed in April 2001, I was laid off. Since then I have contracted out on several projects and also been busy marketing and promoting a novel my husband wrote and published.

I have been a member of SLA since 1991 and have attended many, many meetings, professional development workshops, and national meetings and trainings when they were held locally. I was Consultation Chair for the local chapter for two years, from 1998 to 2000.

Sincerely,

Bonnie Willdorf

Mark Mackler

1986 MLIS University of California, Berkeley
1976 M.Ed. Westfield State College, Westfield, MA

Currently Librarian with Sonnenschein, Nath & Rosenthal (until March 8, 2002) Then with SFPL

Northern California Association of Law Libraries:
Member, 1983-present
Membership Committee, 1987
Education Committee, 1988
Moderator, Fall Workshop Panel, 1988
Chair, Consulting Committee, 1993-95
Member, Executive Board, 1996-97

American Association of Law Libraries
Member, 1985-present
Co-Chair, Private Law Libraries Special Intersts Section Education Committee, 1989

Special Libraries Association
Member, 1985-present

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Get involved! Join a chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. You commitment can be tailored to your needs, and will bring you satisfaction with new learning experiences and valuable professional contacts, and best of all, new friends.

In addition to the satisfaction of helping ensure that important chapter functions and activities are carried out, you'll have opportunities to interact with colleagues and develop professional skills. As so many volunteers have discovered, you'll get more out than you put in!

Check off the activities that interest you, and e-mail, mail, or fax your choices to Tamara Horacek. If you aren't sure what's right for you, or need more information, contact either Tamara or the current committee chairs (see page 2) Send your information to Tamara Horacek, 100 Potrero Ave, San Francisco, CA 94103. Phone: 415-558-0268 Fax: 415-645-4000 e-mail: tlh@dolby.com

__ **Hospitality**	selects locations and makes arrangements for dinner meetings
__ **Program**	helps decide on topics & speakers and organizes meeting programs
__ **Tours**	organizes visits to member libraries & other related organizations
__ **Professional Development**	helps organize continuing education programs
__ **Bayline**	writes or edits articles for the chapter newsletter
__ **Directory**	helps publish the Directory
__ **Government Relations**	monitors and reports on relevant legislation
__ **Strategic Planning**	directs long-range chapter planning
__ **Fundraising**	contacts vendors for support of chapter activities
__ **Consultation**	co-ordinates professional outreach and pro bono consultations
__ **Jobline**	updates job listings
__ **Web**	maintains and develops chapter Web site
__ **Advertising**	solicits ads for the chapter newsletter and membership directory
__ **Academic Relations**	coordinates activities and mentors Bay Area students
__ **Archives**	maintains chapter documents of historical importance
__ **Networking**	acts as information clearinghouse & liaison to other organizations
__ **Mailing**	coordinates mailing of newsletter and meeting notices
__ **Finance**	prepares annual budget and provides mid-year reports

Name: _____

Organization: _____

E-mail: _____

Phone: _____ Fax: _____

Last Call for Nominations for the San Francisco Bay Region Chapter Professional Achievement Award

Deadline for nominations: April 1, 2002

The success of our chapter depends on the effort of our members. I think you will agree that the San Francisco Bay Region chapter has been hugely successful in serving our members throughout the years with thoughtful programming, timely professional development workshops, interesting newsletters and engaging opportunities for networking and having fun together. All of these services are the result of the work and effort of our volunteer membership.

We all know chapter members who make outstanding contributions to the chapter through their contributions of talent, time and energy. Our Chapter Award for Professional Achievement is a way we can acknowledge and recognize these contributions.

Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovation at the worksite and mentoring activities.

Linda Vida was the 2001 award winner. Other recipients include **Cristina Campbell**, **Richard Geiger**, **Debbie Jan**, **Tim deWolf**, **Terry Dean** and **Angie Brunton**.

You can nominate a fellow member by Sending in the nominee's name, your nme, signature, and date, attaching pertinent biographical data about the nominee and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Nominees should be a current or retired member. Members of the current Executive Board and the awards committee are ineligible for nomination.

Please forward your nomination in confidence to:

Marlene Vogelsang
Pacific Energy Center
851 Howard St., San Francisco, CA 94103

The SLA - SF Electronic Discussion List: Join the Discussion

By Deborah Hunt

Communication among San Francisco Bay Region Chapter members is easy due to SLA-SF, the Chapter's electronic discussion list. SLA-SF is provided by the Chapter and allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession. The list is active, but won't fill your email inbox to overflowing.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter announcements. The reflector is maintained by **Linda Yamamoto**, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address.

The simple directions to subscribe to SLA-SF, as well as the list guidelines, are posted at:

http://sims.berkeley.edu/sfsla/organiza/disc_list.html.

If you are not sure you are subscribed to the list or you need assistance, you can email Debbie Hunt at

dhunt@exploratorium.edu.

SF Bay Region Chapter/SLA Executive Board Meeting Minutes, December 11, 2001

Pacific Energy Center, Library
851 Howard St., San Francisco

Attending: Wess Murdough, Jaye Lapachet, Nancy Adams, Marlene Vogelsang, Maggie O'Brien, Chris Orr, Tamara Horacek, Jo Falcon.
5:52 called to order

1. Maggie welcomed the group, with particular thanks to Marlene for making the sushi run. The eggplant sushi was exceptional.

2. Nominating Committee Report/Slate-Wess-John Murdough

Finding a President Elect has been difficult. Wess did some brainstorming with other officers prior to this Executive meeting (though further ideas are welcome!), but we do have an Assistant Director, Program, Mark Mackler, and a Secretary, Bonnie Wildorf. This partial slate was approved by the Executive Board. We hope to have a President Elect by the January 31st dinner meeting. Time is tight, but it should be possible to announce the slate in Bayline and at the next two meetings, as required in the bylaws.

3. Student Reception - Wess-John Murdough

Conflicts with other events — CLA, Internet Librarian, Halloween - required this date to be changed a month before the event. Students were present, but largely after the event, for the food (about 12 came for the program). We had a good turnout of librarians from SLA and NOCALL. Wess reckons that "just their knowing we were there got us points." Last year's raffle winner finally claimed the prize: membership in both chapters, a free professional development workshop, and a free dinner meeting.

Maggie expressed the chapter's thanks to Wess, and holds out hope for SIMS as more of a "library school" than some of us thought. Michael Buckland says they DO have library management and even cataloging classes, equivalent to the core program at an accredited school, and that he writes letters for job-seeking students making that clear.

4. Treasurer's report-Nancy [combined with]
5. Finance Report-Nancy

Nancy is working with Debbie Jan on a format for these reports. We are close to breaking even, particularly as there may be interest from the Pool Fund coming in quarterly. No Jobline expense have been submitted yet, and there are possibly a few Bulletin and meeting checks outstanding. She is still working on retrieving the Gabbiano's deposit of $500 and considers having a chapter member at a law firm write the demand letter. Credit card payments continue to process slowly. We've spent NO postage for separate event mailings this reporting period — running the announcements in Bayline and online makes for major savings. Nancy reminds us to get expense/check requests in ASAP for the year-end financial report: it's due at HQ by Jan. 31 or we do not get the allotment (approximately $6500, at $12/member).

6. Old Business

i. California Chapters Reception update-Maggie

We have room reserved at Bonaventure Hotel, LA, and are looking for sponsorships.

ii. Event Announcements-print vs. email-Maggie

As discussed at the last meeting, separate mailings are expenive! And information is usually available in time for Bayline, saving $200-300. A separate insert still costs (though saving on postage), but do people use them, or the e-mail forms? The committee actually kept track last time: ONE response to the insert! This particular time was perhaps not the greatest benchmark (with Bayline mailed late, and the change of timing for SIMS) but we should continue to monitor this. Attendance was double the registration; this -had- to have been response to the online announcements. The editor is looking to establish a consistent corner of Bayline for events, but it's clear that the reflector is doing a great job. The website is excellent backup, offering an alternate registration form and room for more

Continued on next page

continued from previous page

information, biography of speakers, and links to related sites. Bookmarks with a skeletal schedule are a good idea.

Multichannelling works best. We should look at the Bayline schedule in terms of continuing this coordination, and see about getting statistics on what proportion of members don't have email. The move to online can be put in terms of making it easier for members and saving the chapter money, but leaving the hardcopy option open when mailing is the only way. We will watch the January meeting returns, and revisit this issue.

7. New Business

i. Mentee Reports - All

Marlene: professional development is set for February 13, with Pat Warner at SFSU Downtown Center. The Archives are doing fine. She hasn't heard from Alice.

Nancy: Fundraising has a new committee member, Robert Burke, and is conferencing on fundraising with San Andreas. Debbie Jan and Nancy are working together on finance. Nancy Phelps, of Advertising, apologizes for being out of touch: she's just had surgery, and it's difficult without her predecessor in the job to refer questions to.

Tamara: Deb Hut wrote an article on the discussion list for Bayline, and established an archive which went live Nov. 12. Tamara will get the number of list members from her: it's a substantial proportion of the chapter. Bayline went to 20 pages and Steve is looking for content ideas and contributors. He's more comfortable with the process, and getting better at drumming up articles. On the Directory, Bruce is shooting for end-of-January publication, and ready to find sponsors or advertisers. He's looking to set the price for a quarter-page ad at more than a quarter-page in one Bayline but less than a year of repeats; as discussed at the Joint San Francisco/San Andreas meeting in July, we need to set a consistent rate schedule. For Directory content, the Board officially requires that he use new, fresh data from SLA, and write up procedures. Marlene will work with him on this, since procedures documentation is her specialty. Ella Hirst will design a new cover.

Jaye has discovered that she has a mentee: Wess, who has already reported on academic relations.

Chris talked to her mentees, who have nothing to share.

Maggie: heard from Wess, didn't reach Rita, and understands from Nick that he will be reactivating the redesign effort and looking into database issues after the first of the year.

iii. Program - Chris/Jaye

A preliminary survey of the first two meetings gives them good reviews: the "price is right" even for the more expensive kick-off first of season. They will add in attendance data from Hospitality for the year-end wrap-up report. The January 31 Lipstick Librarian event, an hors-d'oeuvres meeting at the Mechanics Institute, will feature lipstick doorprizes from sponsor Benefit Cosmetics, and a T-shirt from Linda for the raffle. Registration forms will be on the website by December 21.

March 19 we'll have a speaker from Google, a software engineer bringing "google goodies" (Jaye will tell them how many registrants to prepare for).

April is set; May is the grand extravaganza with Roberta Shaffer. It is duly noted that we should do something in the East Bay occasionally... and discuss carpooling to the Roberta Shaffer event -before- the April meetings so it can be decided then, facilitated by the neighborhood coordinators.

The committee has begun discussing a "season ticket" dinner meeting package.

iv. Membership - Tamara has already covered, during the financial discussions, the need to retain members who are slow to renew and to do exit interviews of some kind with those who leave. She brought new brochures from HQ to pass around.

iv. Other: no other new business.

8. Set Mid-Year Financial Review date-Tamara

The review will be held Tuesday, February 5, possibly in the AIM conference room or at the Pacific Energy Center.

9. Reminder: Joint Board/Council meeting February 21, 2002, probably at PG&E.

10. Meeting was adjourned at 7:10

Respectfully submitted,
Jo Falcon, Secretary

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Calendar

MARCH

12
NOCALL Legislative Advocacy Day, Sacramento

19
Dinner Meeting:
Mizuki McGrath: Behind the Scenes at Google
MacArthur Park Restaurant
607 Front Street, San Francisco
5:30 8:30pm

APRIL

17
Neighborhood Meeting

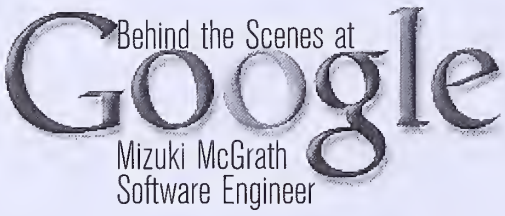
26-27
NOCALL Spring Institute, Location Half Moon Bay

MAY

23
Joint Dinner meeting with San Andreas chapter(speaker TBA)

To list an event contact Jaye Lapachet at 650-205-0744 / 415-259-0981 or jaye@calalum.org. Calendar events are updated bi-weekly at: http://www.sims.berkeley.edu/sfsla/

SAN FRANCISCO BAY REGION CHAPTER
MARCH PROGRAM MEETING



Tuesday, March 19th, 2002
5:30 to 8:30 P.M.

MacArthur Park Restaurant
607 Front Street (at Jackson), San Francisco
more information at http://www.sims.berkeley.edu/sfsla

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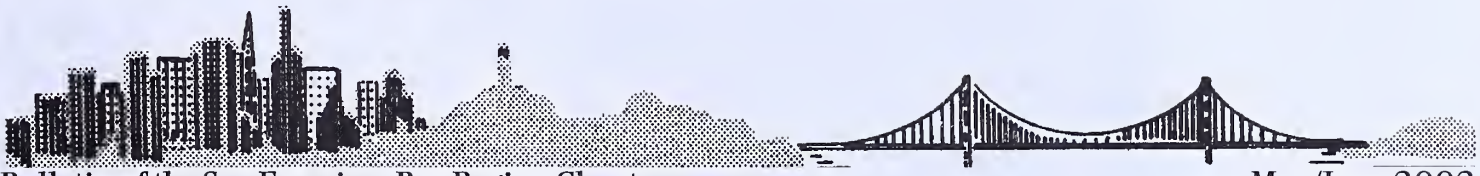

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

May/June 2002
Volume 72 Number 5

President's message from Maggie O'Brien

I can't believe it's May already! The 2001-2002 Chapter year is fast coming to a close and in June your new Chapter President, **Tamara Horacek** will take over.

First, A big welcome to our newly elected chapter officers, **Mark Mackler**, Director, Assistant Program, **Bonnie Wildorf,** Secretary, and **Beth Graham**, President-elect. Under the able guidance of Tamara, next year promises to be an exciting one.

Although the year is drawing to a close, we still have some great upcoming activities. On May 23rd our Joint Chapters meeting with San Andreas will be held at the lovely Ralston Hall in Belmont. Check our website for more information. Leading from the Left will be a wonderful opportunity to celebrate the strength and talent of our own.

Remember that the SLA Annual Conference, "Putting Knowledge to Work," is in Los Angeles this year from June 8-12! I hope to see many of you there, especially at the California Chapters Reception on Monday, June 10 from 5–7 p.m. Kudos to **Karin Zilla** who has been coordinating this event, as the San Francisco Bay Region Chapter is the host this year. It promises to be a great time with plenty of opportunity to renew and make new friendships (and eat and drink, of course.)

This last column provides an opportunity to thank everyone for the tremendous contributions this year. Thank you to a wonderful Executive Board and Advisory Council. Their hard work, dedication and professionalism made this a successful chapter year. Thank you, also, to the

Continued on page 5

inside...

- Find out what happened at the latest Chapter meeting, page 7.
- Catch up on the latest Chapter gossip, page 9.
- Importand information on proposed changes to SLA bylaws, page 12.
- Get the lowdown on the latest Professional Development workshop, page 14.

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San Francisco Bay Region Chapter

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Special Libraries Association

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May • June 2002
Volume 72 Number 5

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From the editor's desktop...

Welcome to another issue of the Bayline- Volume 72, number 5, to be exact- marking a full year of my reign as editor, so far survived with all toes intact. As for my sanity, well, I'm not qualified to make that kind of diagnosis. Let's just say I'm happily anticipating another year as your humble editor.

Of course, this chapter has made it easy on me, with copy flowing into my e-mail box without begging and cajolery on my part... like **Keir Reavie**'s terrific piece on our last soiree featuring Google engineer **Mizuki McGrath**, which I, er, regret missing. I did, however, make it to my local (ok, an invigorating bike ride from SOMA to Bernal Heights) Chapter Neighborhood meeting this April 17th. They are highly recommended, and I hope to see them occur more frequently... hmmm, perhaps I should try organizing one instead of waiting for it to happen. The Bernal Heights area

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President's Message continued from page 1

many members who assisted these committee chairs in their accomplishments.

Mary Keba (Hospitality), **Chris Orr** (Programs), **Jenny Kanji** (Fundraising) and **Jaye Lapachet** (Asst. Programs) worked together to make sure our events were top-notch, creative and lots of fun!

Gina Castro (Professional Development) provided two excellent learning opportunities, and **Terry Richards** (Tours) made sure we had interesting places to visit.

Our finances were handled with aplomb by **Nancy Adams** (Treasurer) and **Debbie Jan** (Finance), with valuable assistance from former Treasurer, Tamara Horacek.

Keeping the channels of communication open is crucial for any organization. Many thanks to **Steve Cooney** (Bayline), **Linda Yamamoto** (Reflector), **Nick Robinson** (Website), **Jo Falcon** (Secretary) and **Saundra Lormond** (Mailing) who worked together to keep us well-informed.

Additional thanks to **Deb Hunt** (Discussion List), **Wess-John Murdough** (Academic Relations), **Alice Sullivan** (Consultation), **Nancy Adams** (Networking), **Karin Zilla** (Government Relations) and **Tamara Horacek** (Membership) for fostering the library community with activities and information.

Thanks to **Bruce Thomas** (Directory) who is busy making final edits to our new Directory, and **Nancy Phelps** (Advertising) who has done a great job in a difficult economy.

Helping us stay focused on our future were **Rita Evans** (Strategic Planning), **Marlene Vogelsang** (By-laws) and **Wess-John Murdough** (Nominating). **Mary Ann Mahoney** (Archives) worked to make certain that as our future becomes history, it is preserved for years to come.

Very special thanks to the entire Jobline Committee of **Debbie Sommer**, **Steve Cooney** and **Helen Suomela Tyrell** whose two-year commitment expanded to an unexpected three due to some transition issues with San Andreas. Thank you for keeping this valuable resource available to the members of both chapters!

A number of people mentioned above, who have served on the Board and/or Advisory Council for many years, will be transitioning off next year. I want to give extra big thanks and sincere appreciation to **Debbie Jan, Alice Sullivan, Karin Zilla, Wess-John Murdough, Mary Ann Mahoney Chris Orr, Jo Falcon** and **Marlene Voglesang**. And while these people may take a break from committee chair or chapter officer positions, they will remain active with the chapter.

It has been a rewarding, inspiring and distinct privilege to serve as your president this year. I especially want to thank **Marlene Vogelsang** and **Tamara Horacek** for their generous support. Our chapter is as strong as it is because we have both those who are willing to volunteer their time and talents, and an active membership that participates in our programs.

Best wishes for a terrific summer! I hope to see many of you at our Join Meeting in May and in Los Angeles!

Thank you
Maggie O'Brien

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SLA Events Update

Behind the scenes at Google: Chapter Meeting with Mizuki McGrath March 19th, 2002

by Keir Reavie

Over the last few years I have slowly transitioned to using Google as my main web search engine. Why Google? Of all the available search engines on the web, Google seems to provide the best search results.

As a librarian, I have always been skeptical of any web search engine's utility, since I'm never quite sure how the engine has performed its retrieval. I have always used caution with web search engines. They're not designed like the good old library search interfaces, and consequently, I find it difficult to judge the accuracy of my search results. Of course, we have to realize Google isn't searching those nice structured databases with specifically defined fields and a controlled vocabulary, it's searching the web—the most nebulous information resource of all.

Mizuki MacGrath's presentation on the inner workings of Google (the search engine and the company) at the recent SLA San Francisco Chapter Meeting, allowed me to see that perhaps Google isn't doing such a bad job searching the web after all. That in fact, it is a useful tool in extracting the hidden information on the web. I'm using it now more than ever, having added the Google toolbar on my web browser, which facilitates quick and easy searching. Google focuses on providing a simple search interface and result pages that load quickly. The system searches the web using a technology called PageRank™. PageRank evaluates all sites linking to a web page and assigns each site a value based on the sites linking to them. Google essentially analyzes the structure of the web and is able to determine which sites are the best sources of information based on those sites most interested in the information they offer.

Mizuki McGrath, a native of Tokyo, is a lead developer for Google's Japanese search services and products. Mizuki also helped develop Google's Web Directory search service, and is currently helping coordinate the company's global expansion as the lead engineer for Google's international search technology project.

Ms. McGrath provided the sellout audience at the meeting with the historical background of Google's development, and included some snippets of the company's culture. Google, like most dot coms, has expanded dramatically in the last few years, and now has domains in 32 countries and the ability to search the web in almost 40 languages. Google's revenue is currently derived mainly from targeted advertising and vending their web search technologies. As Ms. McGrath reminded us, Google does not use pop-up advertising, does not sell positioned advertising and ranking in it's search retrieval, and makes clear on the search retrieval screen those items that are paid advertising. The result of these policies is that Google provides a more objective approach to web searching and retrieval (something I personally like).

I also learned you can use Google to retrieve maps, search white pages, and search online mail-order catalogs. And Google is constantly adding new search features, which can be found on the Advanced Search page, where they are tested before becoming standard elements of the search interface. Ms. McGrath also talked about Zeitgeist, a resource that provides data on web searching trends—very interesting stuff.

I definitely came away from the meeting with a greater appreciation for the work Google has done to make web searching easier and more reliable.

While the meeting room at MacArthur Park was a tight fit for all attendees at the meeting, the food was great. Thanks to **Mary Keba** for the arrangements. And thanks to Google for providing Google "I'm Feeling Lucky" T-shirts to all attendees. For more information, you can view Mizuki's slides on the SLA-SF web site.

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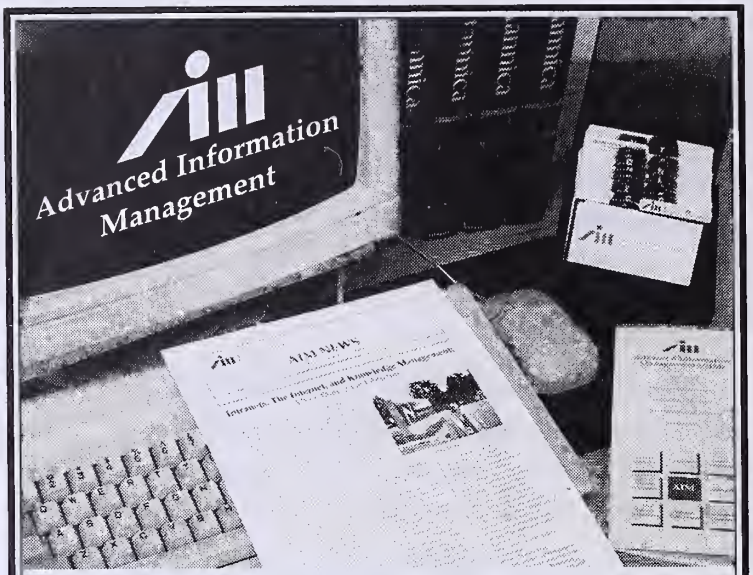

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Leading from the Left Coast

Your colleagues in the San Andreas & San Francisco Bay Region Chapters

of the Special Libraries Association

invite you to join us for our annual joint chapter gala

Thursday May 23, 2002

6-9pm in historic Ralston Hall

Notre Dame de Namur University

Belmont, California

What is ahead of us on the horizons of the Library and Information Services profession? What vision do we have and should we create as we head into the 21st century? If you are interested in these and other provocative questions about our professional future, please plan to join us for this event.

This elegant setting, and the opportunity to speak with and influence our leaders, will inspire an evening worth remembering.

Cindy Hill, who will step into the position of President Elect of the Association in June, will be joined by **Richard Geiger,** the current Treasurer of the Association, for a panel on the challenges facing SLA and on the sights they've set for their positions of leadership. The panel will also include **Anthea Stratigos,** co-founder of Outsell, a research and advisory firm focusing on the information content industry.

The exchange among these three and the enthusiastic membership of our chapters is bound to result in a lively discussion. You can also expect a bit of playful levity as your Chapters toast the close of the Association year and welcome the summer season.

The evening program includes a substantial buffet of delightful appetizers and desserts. There will be a no-host bar. And we will toast the unique achievements of our local leadership with a complimentary glass of champagne. Registration begins at 6pm, with dining & mingling from 6–7:15. Entertainment and announcements are from 7:15–7:30. The panel is from 7:30–8:30pm.

Deadline for reservations: May 18, 2002
(Reservation form & map on reverse)
Cost: SLA Members and Guests $30 each
Student, Retired or Unemployed Members $20 each

This meeting is supported by the generous sponsorship of **Factiva, Dialog, ProQuest, Certified Employment Group, Lexis-Nexis, Outsell, EBSCO, Gale Group, AIM, Taylor & Associates.**

Reservation form and directions for

Leading from the Left Coast

Ralston Hall was built in the 1860s and is a registered National Historical Landmark.

This gracious Italian villa was the country showplace of William Chapman Ralston (1826-1875), San Francisco businessman and financier, and founder of the Bank of California. Ralston entertained the great and near-great who came to San Francisco in his home, using the beauty of the setting and the opulence of his home to impress visitors with the potential of California.

Of all the lavish summer homes built on the San Francisco Peninsula during the late 1800s by the financial leaders and first citizens of California, Ralston Hall is the only one that remains much as it was in the 1870s.

This event takes place on May 23, 2002; 6-9pm

Deadline for reservations: May 18, 2002

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(Please make all checks payable to San Andreas Chapter, SLA)

Kaleidoscope

by Elyse Eisner

Congratulations to **Jeffery Mah**, Chief Librarian at Bechtel Corporation in San Francisco! Jeff is one of this year's winners of SLA's Diversity Leadership Development Award, which recognizes individuals from multi-cultural backgrounds who display excellent leadership abilities in the profession and demonstrate a willingness to develop and strive for leadership opportunities within the Association. Jeff will receive a $1,000 stipend for use in attending the SLA Annual Conference and will be mentored by a longstanding SLA member who has been selected based on his or her experience in the profession.

Congratulations also to **Mark Mackler**, who, after 18 years in law librarianship, has demonstrated his willingness to embrace change. Mark has left Sonnenschein, Nath & Rosenthal to take the position of Teenage Services Librarian for the Sunset Branch of the SFPL. Mark will be working in the Sunset Branch and in other small branches in that area of San Francisco, as well as making school visits. Furthermore, Mark is this year's recipient of the NOCALL Professional Achievement Award, which he will receive during the NOCALL Business Meeting at the Alameda County Law Library on Monday May 20. Mark wants to maintain contact with his longtime SLA colleagues, so contact him at Bernalmack@cs.com or 415 826-8733.

Debbie Hunt was invited to speak at "Digital Libraries: Lighthouses for Today, Tomorrow, and the Future" which was the Spring Seminar of the SLA San Diego Chapter. Debbie presented on the newly launched Exploratorium Educator Portal (http://saturn.exploratorium.edu/educate/index.html).

The Educator Portal is a special entryway to the content-rich Exploratorium website (http://www.exploratorium.edu/) which has over 11,000 web pages. Debbie is the project manager for the Educator Portal and Senior Information Specialist at the Exploratorium, as well as Principal of Information Edge (http://

www.exo.net/informationedge/

Debbie must like the weather down there: she will also be at the annual conference of the National Science Teachers' Association in San Diego demonstrating the Educator Portal and other Exploratorium resources to an estimated 15,000 educators.

Also embracing change, but without leaving her employer, is **LaVonne Jacobsen**, the new Head of Collection Access and Management Services at San Francisco State. As "a reference librarian who speaks MARC," LaVonne is able to make both halves of the library brain talk to each other. Because of a hiring freeze, LaVonne still gets to keep her hand in as a reference librarian.

Watch for the May/June issue of Online, in which **Terry Huwe's** article "Turbo-Powering the "Flat" Portal: the University of California's Labor Research Web" will appear. Terry also gave a presentation at Internet Librarian in Pasadena in November, titled "From Library Web to Portal: Mapping Content, People and Purpose." Terry is head of UC Berkeley's Institute of Industrial Relations library.

"Researching people is very different from

Continued on page 10

researching things," says **Susan Prather** of her new position as Senior Research Analyst for the life sciences practice group at Egon Zehnder International. Susan's background is in researching clinical trials and medical information for organizations such as WebMD, but she is enjoying seeing the industry from another side. Contact Susan at susan.prather@ezi.net.

First the economy, now the war on terrorism... federal appropriations for the Presidio Trust have been canceled, resulting in a 20% reduction in staff and turning **Barbara Janis** into a solo librarian there. Barbara hopes to learn whether the library will remain open before she leaves for her high school reunion at Aquinas High School in the Bronx in mid-April. Her worries are slightly alleviated by the anticipation of seeing old friends (how old she won't say!) and her daughter, who is a student at NYU.

Although she isn't a member of the Baseball Caucus, **Sandy Malloy** had a wonderful time with those who are when they all attended Opening Night at the Coliseum. The A's soundly beat the Rangers, which made it even more fun.

Closing with a factoid: **Terry Dean** points out that, perhaps for the first time in SLA history, or at least for the first time that a lot of us can remember, both the incoming President and President-Elect are from the same chapter(s). We refer, of course, to **Bill Fisher** and **Cindy Hill**, who are members of both the San Francisco and San Andreas chapters.

Got news? Send it to Elyse Eisner at eeisner@taylorlib.com. *No item too small!*

is particularly illustrious in attracting two Chapter past-presidents (**Wess-John Murdough** and **Rita Evans**) and an incoming president (**Tamara Horacek**). You will never drag the word "networking" out of me in a serious context, but I never regret hanging out and gossiping with my fellow special librarians.

On the topic of getting involved, my new fiscal year's resolution is to not play quite so fast and loose with the print deadline- I have admittedly gone as many as 4 days over. Seems some people like to be informed of SLA events *before* they happen... librarians, such a nitpicky bunch. And perhaps I should rethink my editorial policy of letting the material come to me,,, this issue is rather anemic, and I would prefer that to be a pre-summer irregularity rather than a trend. This summer I may be honing the strident and intrusive side of my personality, such as it is. Fair warning.

Speaking of strident and intrusive... and yes, I do need to fill up space. Nobody else sends me any pictures...

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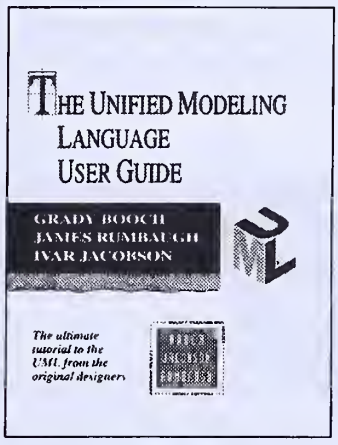

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Building Career Partnerships

Proposed Changes to SLA Bylaws: Keep Informed

by Maggie O'Brien

Hello Chapter Members.

I wanted to bring to your attention some very important changes to the Association By-laws under consideration by the SLA Board. These changes are being proposed after a multi-year process that included the input of several task forces.

There are three major documents for your review and a threaded discussion list open for your comments or questions until April 19:

Proposed Bylaws Changes Introduction:
http://www.sla.org/content/SLA/Structure/recbylaws/propbyintro.cfm

Threaded Discussion:
http://www.sla.org/sf2k/

Revised Proposed Bylaws:
http://www.sla.org/content/SLA/Structure/recbylaws/revpropbylaws.cfm

Proposed Bylaws Comparison:
http://www.sla.org/content/SLA/Structure/recbylaws/propbylawscomp.cfm

If you have any problems opening these documents, they can be accessed at the "Proposed Bylaws Changes" section of our website at:

http://www.sla.org/content/SLA/Structure/recbylaws/httpwww6596.cfm.

The SLA Board recently posted the timeline found below in moving forward with proposing a revision to the membership:

April 19th-The threaded discussion list will be suspended while the members' comments and desires are incorporated into the final draft as appropriate.

May 1st-The proposed bylaws revision and notice of the Annual Business Meeting will be mailed to the full voting membership in accordance with the current bylaws. The threaded discussion list will be re-opened in order to provide a vehicle for membership feedback.

June 9th-A Q&A session on the proposed bylaws revision will be conducted for the Leadership Development Institute at SLA's Annual Conference in Los Angeles.

June 11th-The President's Series session on the proposed bylaws document at the annual conference will give attendees the opportunity to voice their concerns and support.

June 12th-Bylaws will be on the agenda of the Annual Business Meeting in Los Angeles. This session will be conducted within standard rules and facilitated by Certified Parliamentarian Collette Collier Trohan. The voting members in attendance at the Annual Business Meeting will determine whether the proposed bylaws document is forwarded to the full voting membership.

August-If the proposed bylaws revision is passed at the Annual Business Meeting, a full mail ballot will be issued to the voting membership at the end of August.

October 15th-Final return date for the bylaws ballot.

October 25th-The Board of Directors will ratify the results of the vote.
The Board will share the result to the membership through BOARD.COMmunicate.

Please take advantage of the opportunity to ask our Association Board any questions or make comments on these changes. This is one of the ways we can influence the future of our organization.

Thanks,

Maggie O'Brien

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More SLA Events

Realistic Project Management: Professional Development Workshop with Pat Wagner, Feb. 13

by Cynthia Bennington

Pat Wagner, co-owner of Pattern Research, a 27-year-old research and training business, was the entertaining speaker for the February 13 Professional Development workshop "Think Like a Manager: Realistic Project Management". According to Pat, successful project management depends on communication, workplace relations, and creating responsive systems. Using examples from her consulting experiences at all types of libraries and organizations, Pat also covered workplace issues such as delegating, lying, failure, accountability, and influence.

Project management is best understood using what Pat calls "the organizational map", essentially a model that divides organizational behavior into three levels – task, managerial, and leadership. The task level can be anything from performing surgery to building a car to mopping floors. It is what we learned in library school – cataloging, reference, circulation. The managerial level is largely about communication, coordination, and coaching. The leadership level requires vision, risk, influencing people, and creating values. Each level has its own attractions, disincentives, and fatal flaws that can keep us from moving to the next level or lead us to outright failure.

Embarking on a big project will reveal flaws in your organizational structure and test workplace relationships. Pat presented a checklist of conditions that must be in place at the organizational and personal levels for projects to succeed. In addition, she discussed the need to balance the three sides of the management triangle – quality, money and resources, and time. You can also state this as good/fast/cheap. One mindset that is difficult to change is that of obsessing about perfection, the quality side of the triangle, to the detriment of on-time delivery or reasonable costs. Pat illustrated the pitfalls of this attitude with a story of a company that ultimately failed because, while pushing for the highest performance standard, it was unable to bring a product to market before a competitor.

Finally, with communication and good relations so important to successful project management, Pat discussed the role of influence and how to connect with people. Think of influence as making it easy for others to say yes. It has three components – rapport, information, and action. Building rapport is the most important and on its own can lead to achieving your goal half the time. Providing information (reports, statistics, etc.) rarely leads to success by itself. It must occur in conjunction with rapport. You know you will have succeeded when an important decision is due to be made and a meeting will be held at a time so you can come.

Handouts are available at the Chapter's web site: http://www.sims.berkeley.edu/sfsla

Calendar

MAY

23
"Leading from the Left Coast"
Joint Dinner meeting with
San Andreas chapter
6-9 p.m. Ralston Hall, Notre Dame de Namur University campus, 1500 Ralston Avenue
Belmont, California
(see www.ralstonhall.com for directions)

JUNE

8-13
"Putting Knowledge to Work":
Special Libraries Association
93nd Annual Conference
Los Angeles, CA
Los Angeles Convention Center (LACC), 1201 S. Figueroa Street.

27
Board/Council turnover meeting:
Pacific Energy Center, 851 Howard St., San Francisco.

JULY

13 - 19
American Libraries Association Conference, Atlanta.

To list an event contact Jaye Lapachet at 650-205-0744 / 415-259-0981 or jaye@calalum.org. Calendar events are updated bi-weekly at: http://www.sims.berkeley.edu/sfsla/

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